



High quality at Swiss Post

Customer-friendly, close by and punctual

Swiss Post offers high quality services at reasonable prices and provides a universal service in accordance with its legal obligations, which are amongst the most rigorous in the world. The quality is regularly measured, reported, and audited by the appropriate supervisory authorities. The results regularly show that Swiss Post achieves high scores and complies closely with the legal requirements.

Swiss Post gives high priority to the quality of its services. At the same time, it strives to maintain the most balanced price-quality ratio possible. Its quality and compliance with the relevant legal requirements are regularly audited. This involves the assessment of various aspects, such as customer satisfaction (KUZU), punctuality and accessibility.

Satisfied customers

One important quality indicator for Swiss Post is the satisfaction of its customers. This is assessed annually by an independent market research institute. It involves determining a total customer satisfaction index which is compiled from the weighted survey results obtained from business and private customers. How satisfied customers are with alternative forms of the universal service, such as agencies and the home delivery service, is also assessed. A separate survey determines in addition how satisfied recipients are with the delivery personnel and the delivery quality to domestic letter boxes and post office boxes, as well as the security and cleanliness of post office box facilities.

The most recent survey of roughly 37,000 business and private customers revealed a total customer satisfaction index of 80 out of a possible 100 points, thus validating the high rating received the

previous year. A particularly good rating was received by the post office network, with 86 points. The home delivery service achieved 84 points and postal agencies 79 points. Compared with previous surveys, acceptance of these alternative forms of postal delivery has increased considerably. In a separate survey of approximately 13,000 private recipients, delivery quality achieved a very good 91 points.

Quality requirements of the Confederation

In respect of providing a universal service, Swiss Post is expected to comply with the quality requirements of its principal, the Confederation. The requirements, which are among the most stringent in the world, are based on the Postal Services Act and are substantiated in the Postal Ordinance. They are concerned primarily with punctuality (delivery times) of letter and parcel mail and accessibility to the universal service.

Indicators	Statutory requirements	Ratings*			
		2014	2013	2012	2011
Total KUZU (out of 100 points)	none	80	80	79	79
Satisfaction with Post offices (Private customers; out of 100 points)	none	86	86	86	87
Satisfaction with postal agencies (Private customers; out of 100 points)	none	–	79	–	74
Delivery quality (out of 100 points)	none	91	92	92	91
Punctuality – Domestic letters	97%	97,7% (A Mail) 99,0% (B Mail)	97,6% (A Mail) 98,8% (B Mail)	97,9% (A Mail) 98,8% (B Mail)	97,5% (A Mail) 99,3% (B Mail)
Punctuality – Domestic parcels	95%	97,4% (Priority) 97,5% (Economy)	97,3% (Priority) 97,7% (Economy)	97,7% (Priority) 97,9% (Economy)	97,4% (Priority) 97,7% (Economy)
Accessibility – postal services (percentage of the population)	90%	–	91,2%	91,4%	91,7%
Accessibility – cash payment transactions (percentage of the population)	90%	–	97,1%	–	–

* Measurements and surveys are carried out at various points during the year. Therefore, some of the latest ratings relate to the year 2014, and some to the previous year. Satisfaction with postal agencies is only assessed every two years. The accessibility to cash payment transactions is measured in accordance with the revised Swiss postal legislation since 2013.

Directives, measurement and supervision

The Postal Services Act requires that compliance with the statutory requirements in respect of the universal service obligation is regularly assessed. To that end, scientifically recognized methods have to be applied by an independent specialist agency approved by the appropriate regulatory authorities. The appropriate regulatory authorities in this case are the Federal Postal Services Commission (PostCom) in respect of postal services and the Federal Office of Communications (OFCOM) in respect of payment transactions. Both monitor compliance of the Directives as they apply to the universal service obligation. Swiss Post reports regularly to these authorities. In addition, the results of the quality assessments are submitted annually to the Federal Council as part of reporting requirements relating to the achievement of the strategic objectives laid down by the Federal Council. The national government submits its assessment to the parliamentary supervisory committees. These are the Control Committees of the National Council and the Council of States.

Punctual delivery

Swiss Post has to deliver letters and parcels on at least five days, and newspapers on six days. In addition, postal legislation stipulates that 97 percent of addressed domestic letters and 95 percent of domestic parcels must be delivered on time. Priority mailings (A Mail and Priority parcels) must be delivered to their destination by the following day, while non-priority individual items (B Mail and Economy parcels) must be delivered within three working days after the day of posting.

The most recent delivery measurement revealed that 97.7 percent of A Mail letters and 99.0 percent of B Mail letters reached their recipients on time. For Priority parcels this figure was 97.4 percent, while for Economy parcels, the figure achieved was 97.5 percent.

Easily accessible universal service

The universal service obligation also means that Swiss Post has to operate a nationwide post office network. The provision in the Postal Ordinance specifies accessibility in terms of a quantitative target to be achieved. It specifies that 90 percent of the total population in Switzerland must be able to reach an access point to postal services within 20 minutes and cash payment transactions within 30 minutes on foot or by public transport. In those areas where Swiss Post offers a home delivery service, 30 minutes applies. Each planning region must have access to at least one post office and each village must have at least one letter box. For people with a disability, Swiss Post has to guarantee barrier-free access to postal services and to electronic payment transactions.

The assessment of accessibility in 2013 reported that 91.2 percent of the population had access to a post office or postal agency within 20 minutes or within 30 minutes on foot or by public transport, respectively, in areas with home delivery service. Post offices with cash payment transactions services were reachable within 30 minutes by 97.1 percent of the general population and by 98.6 percent of those living in an area with home delivery service. All offers related to the universal service were thus accessible within the periods of time prescribed by the Postal Ordinance and above its required level of 90 percent. In compliance with the legal requirements, there is also at least one post office in each of the 136 planning regions, and each village has at least one letter box. Furthermore,

Swiss Post's position

- Swiss Post gives high priority to the quality of its services.
- Independent scientific studies and surveys confirm the high level of customer satisfaction.
- In terms of its universal service obligation, Swiss Post regularly meets or exceeds the stringent conditions provided for in the Confederation's legal requirements.
- Regulatory authorities, the Federal Council and parliamentary Control Committees receive the results annually for audit purposes.
- The good quality-price ratio is achieved as a result of rigorous cost management.
- However, as far as the universal service is concerned, not all services cover their costs and declining letter volumes are leading to declining income.
- Swiss Post guarantees a high quality universal service also in the future, although it requires a certain amount of flexibility in how that service is implemented.
- This requires continual adaptation of the services to changing technologies and a changing society.

the relevant regulatory authorities to which Swiss Post reports have certified that it complies with the legal requirements relating to disabled access at access points (PostCom) and non-discriminatory access to electronic payment transactions (BAKOM).

More information

www.swisspost.ch/politics