



# Republic Of Ireland Quality Of Postal Service Monitor - 2014 Report

Items Posted On Or Between 1<sup>st</sup> January 2014 & 31<sup>st</sup> December 2014

June 2015

Ipsos MRBI



- Ipsos MRBI has been commissioned by ComReg to monitor the quality of postal service in the Republic of Ireland, in accordance with the European and Irish Standard, I.S. EN 13850:2012 'Postal Services – Quality of Service – Measurement of transit time of end-to-end services for single piece priority mail and first class mail'. For monitoring purposes, the universe of post is defined as all single piece priority mail and first class mail posted and delivered in the Republic of Ireland. Monitoring is conducted via a nationwide panel of private and business individuals, posting and receiving mail on a continuous basis.
- This report presents the annual performance figures for items posted on or between 1<sup>st</sup> January and 31<sup>st</sup> December 2014.
- Ipsos MRBI is an independent provider of business information and is a fully owned subsidiary of Ipsos Group.
- The total number of effective observations in 2014 was 28,570 and the accuracy variances on the overall annual result stand at +/-1.2%. Some contributory factors are set out hereunder:
  - The revised accuracy calculation method, contained in EN13850:2012, is used in the calculation of the results in the 2014 report.

- Real Mail Studies: Real Mail Studies (“RMS”) are performed by An Post to estimate the discriminant mail characteristics which are needed for the sample design of the Monitor. The 2011 RMS results provided by An Post were used in the statistical design of the 2014 Monitor. Audited 2013 RMS results became available in February 2015 and the 2013 RMS weighting proportions were retrospectively applied to the 2014 Monitor results.
- There were no Force Majeure events deducted in 2014.
- ComReg commissioned an extensive audit, conducted by Mazars, to ensure an independent and absolute audit certification that the 2014 Monitor and results were carried out in accordance with the Standard I.S. EN13850:2012. Please see overleaf for a summary of this audit report.

# Independent Audit Report – 2014 Monitor Results

At ComReg's request, Mazars provided an independent audit of the Quality of Postal Service Monitor 2014 Annual Results produced by the Monitor, Ipsos.

The audit was designed and conducted in accordance with audit requirements of EN13850:2012, to offer reasonable assurance that the Monitor's processes and procedures in place for the 2014 postal tests undertaken and reporting thereon have been conducted in accordance with EN 13850:2012.

Mazars noted an increased variance percentage of +/-1.2% in the accuracy calculation carried out, which is higher than the 1% threshold set by the Regulator. This is not considered significant in statistical terms, and the variance increase was mainly due to the removal of some test mail items from the Monitor results, and the retrospective application of the 2013 Real Mail Study data\*, both on instruction from ComReg. Notwithstanding the increased variance percentage, overall we have concluded that in all material respects, based on the sample based audit completed, the Monitor's processes and procedures in place during the 2014 monitoring period, were in accordance with EN13850:2012, and that the 2014 reported results are reasonably stated.

**Mazars**

**23 June 2015**

\*Although it was acceptable for the 2011 RMS to be used for the 2014 Monitor Annual Results, the Regulator instructed Ipsos that the 2013 RMS data is more relevant and should be used to weight the test data, after satisfactory completion of an audit of the 2013 RMS data in January 2015

## *Next Day Delivery – 2014 Full Year Performance (1<sup>st</sup> January to 31<sup>st</sup> December 2014)*

- In 2014, Next Day Delivery performance of single piece priority mail is measured at 90%, a three percentage point increase on 2013. This is the highest score attained since the Monitor began in 2003, although the performance remains below the ComReg target of 94%.
- It is noted that for the first time since monitoring commenced in 2003, the four quarters of 2014 performed at the same level of 90%.
- When comparing the geographical flows for 2014 to 2013 the following observations can be made:
  - Anywhere to Anywhere, to Local and to Dublin county stand at 90%, an increase of three percentage points across the board.
  - Dublin county to Anywhere and to Local have improved from 87% in 2013 to 89% in 2014.
  - Outside Dublin to Anywhere, to Local and to Dublin county all perform at the same level of 91%, up from 87% in 2013.
- The following shifts are noted when comparing 2014 to 2013 across the different mail characteristics:
  - Post Office induction method has increased by five percentage points to 89%. Post Box also stands at this level, an increase from 86% in 2013. Collection From Business has improved by two points and now stands at 95%.

- All mail formats have recorded an increase in performance. Standard Letters have improved by three percentage points to 90%. The performance of Large Envelopes and Packets stand at 89% for both, an increase from 88% and 84% respectively.
- The performance of Franked mail has improved from 88% in 2013 to 92% in 2014. Stamped mail has increased by four percentage points to 89%,

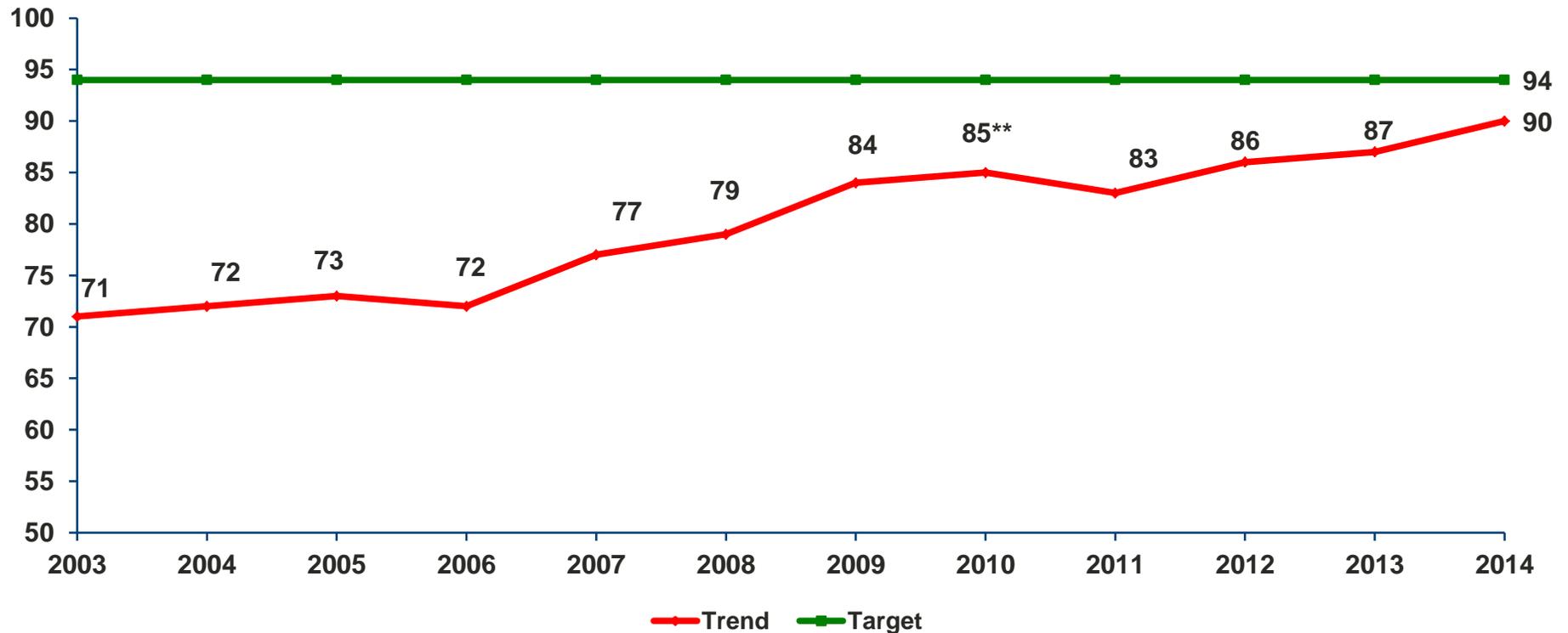
## ***Delivery Within Three Days – 2014 Full Year Performance (1<sup>st</sup> January to 31<sup>st</sup> December 2014)***

- Delivery of single piece priority mail Within Three Working Days has risen from 98.5% for 2013 to 99.1% for 2014. This measure is marginally below the ComReg target of 99.5%.

# Findings – Full Year Comparisons



# National Next Day Delivery (D+1) Full Year – 2003 to 2014



*\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.*

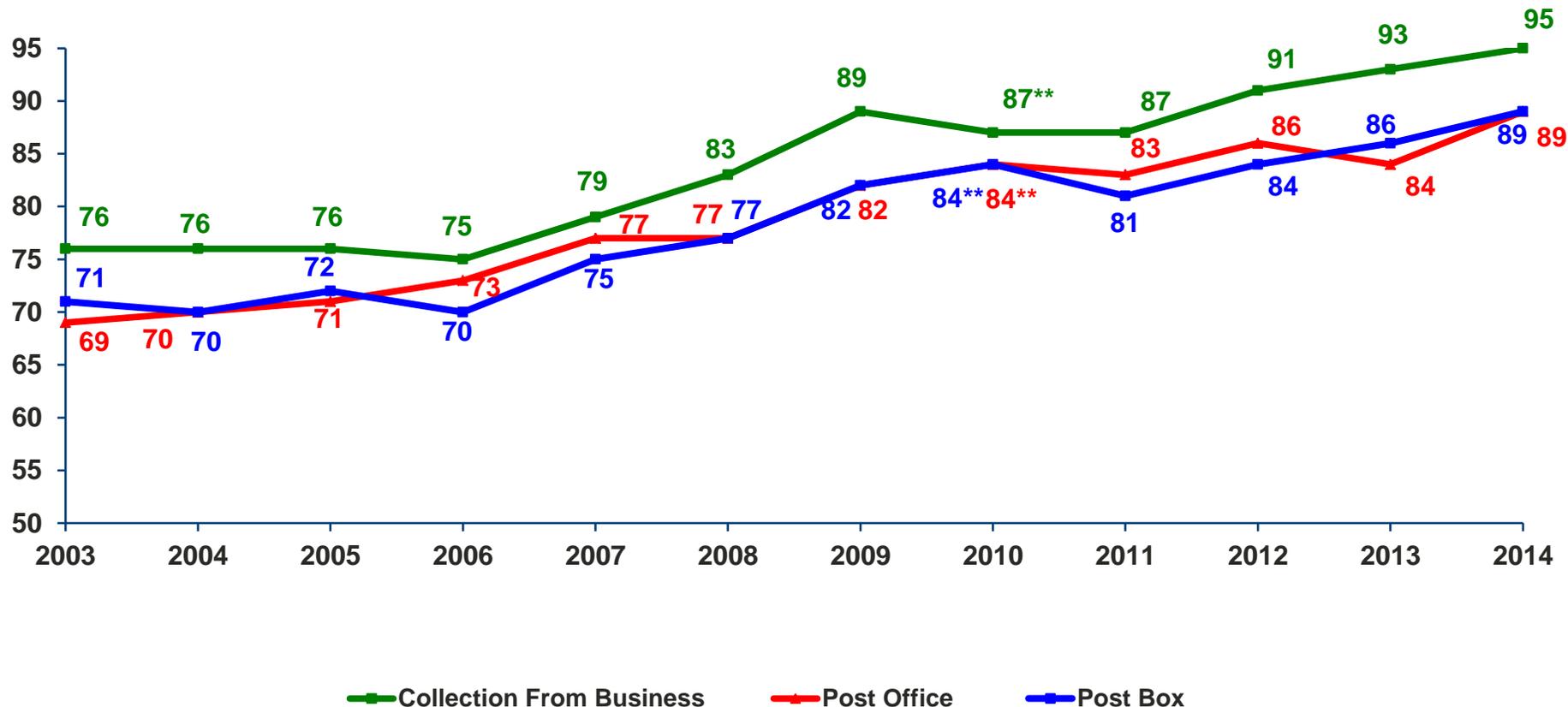
# Next Day Delivery (D+1)

## Items Posted On Or Between 1<sup>st</sup> Jan to 31<sup>st</sup> Dec 2014

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
	From Anywhere	90% (+/-1.2%)	90% (+/-1.3%)	90% (+/-1.5%)
POSTING (RoI)	From Dublin County	89% (+/-1.7%)	89% (+/-1.9%)	89% (+/-1.9%)
	From Outside Dublin County	91% (+/-1.6%)	91% (+/-1.8%)	91% (+/-2.1%)

1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 28,570
3. The postal county boundary is formed by the postal address as determined by An Post.

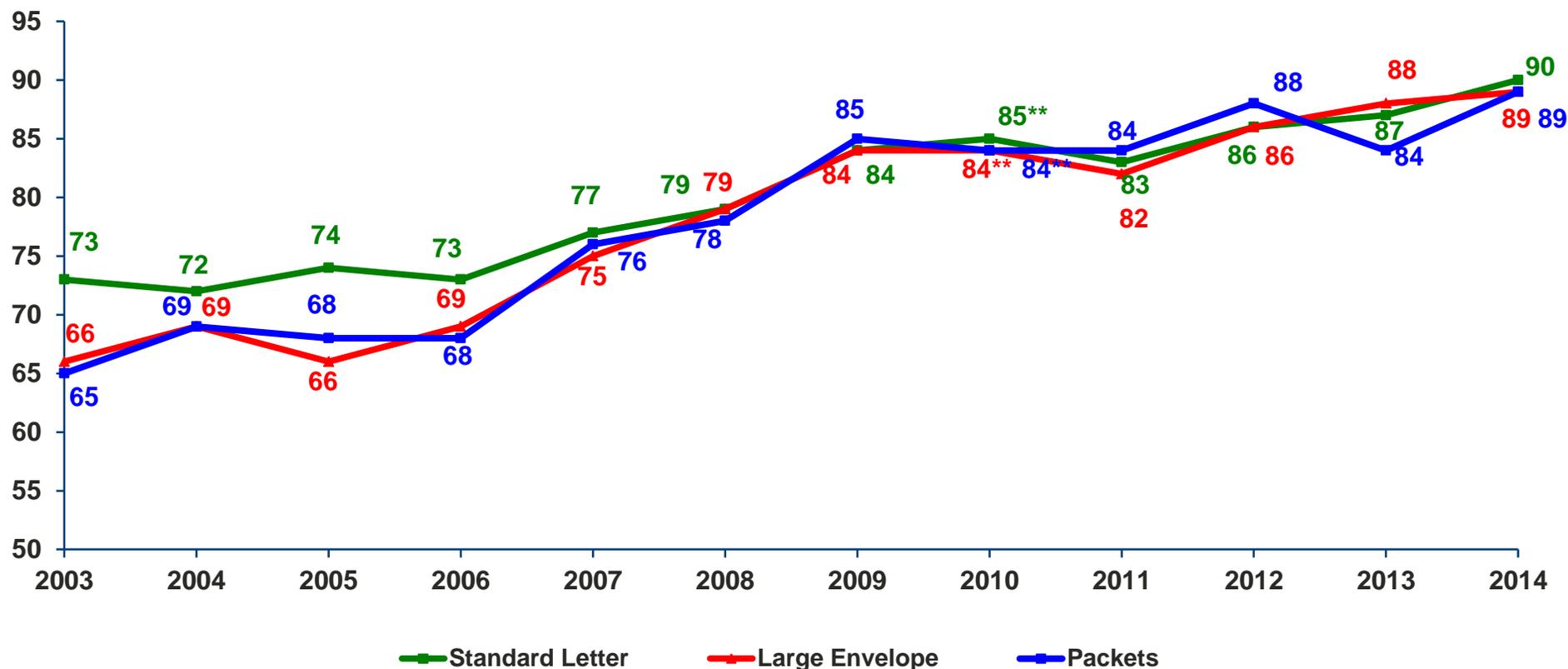
# Next Day Delivery (D+1) - By Induction Method\* 2003 to 2014



\* Metered Box items not reported due to small base sizes

\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

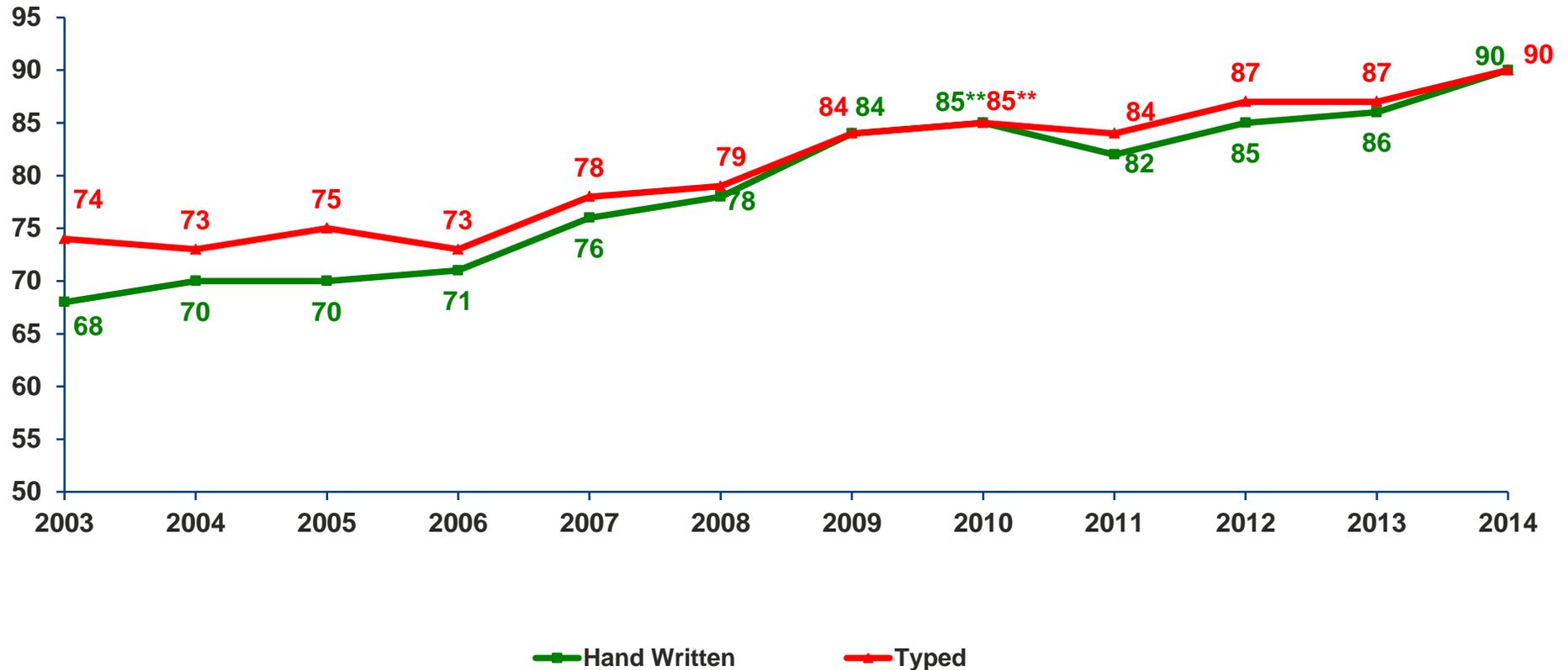
# Next Day Delivery (D+1) - By Mail Format\* 2003 to 2014



\*Standard Letter: Up to C5 size 162mm \* 235mm \* 5mm. Large Envelope: Up to 400mm \* 300mm \* 25mm.  
 Packets: Max size (width + length + thickness) 900mm, Max length 600mm. In roll form (length + twice the diameter) 1040mm, Max length 900mm.

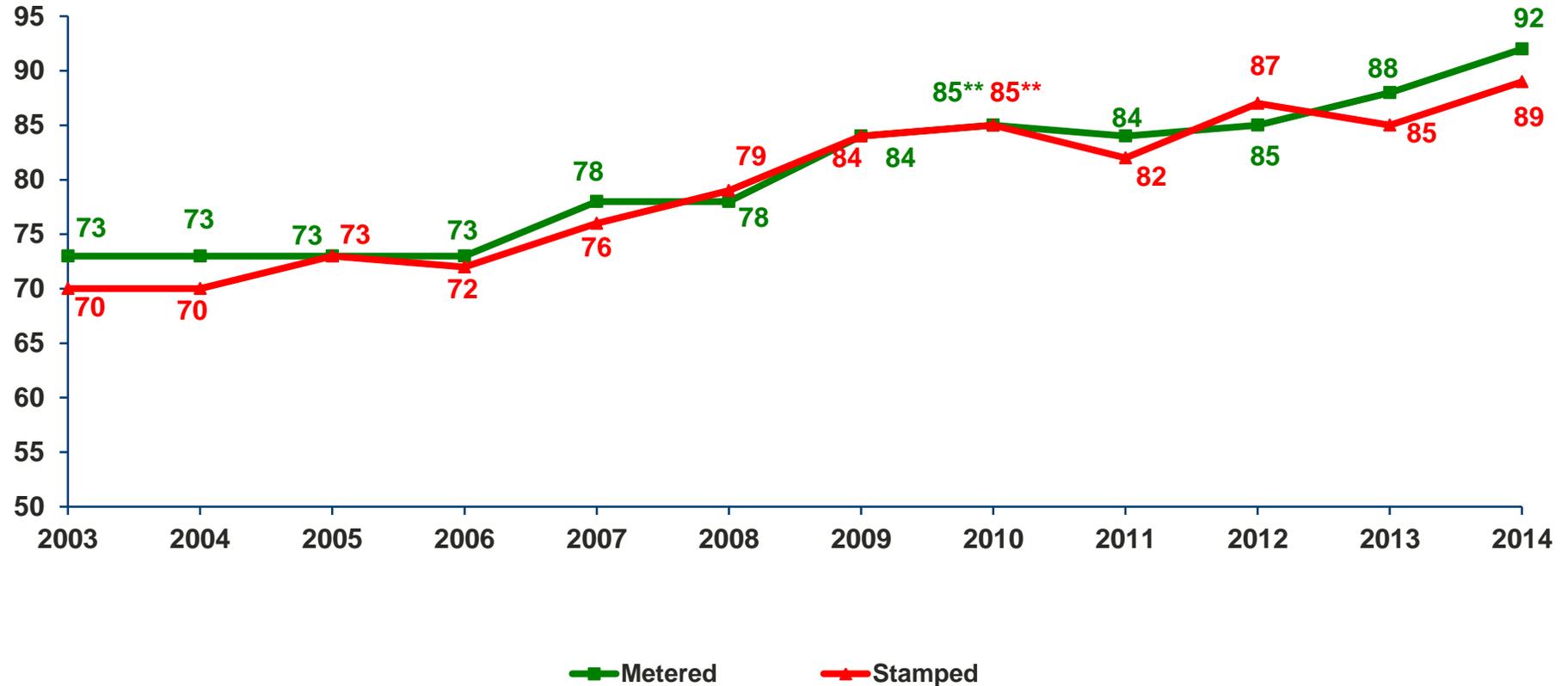
\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

# Next Day Delivery (D+1) - By Address Method 2003 to 2014



*\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.*

# Next Day Delivery (D+1) - By Payment Method 2003 to 2014



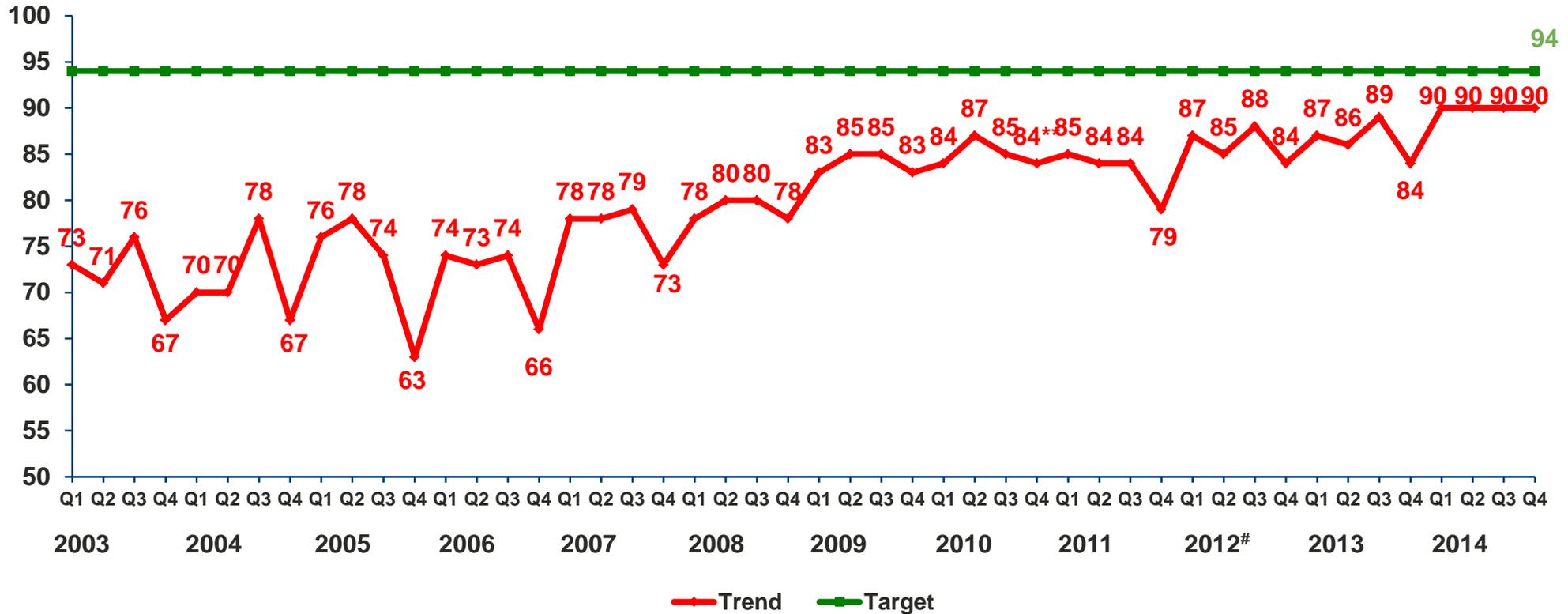
\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

# Delivery Within Three Days (D+3) Items Posted On Or Between 1<sup>st</sup> Jan & 31<sup>st</sup> Dec 2014

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
	From Anywhere	<b>99%</b> (-0.3% to +0.2%)	<b>99%</b> (-0.4% to +0.3%)	<b>99%</b> (-0.5% to +0.3%)
<b>POSTING (RoI)</b>	From Dublin County	<b>99%</b> (-0.6% to +0.4%)	<b>99%</b> (-0.8% to +0.4%)	<b>99%</b> (-0.8% to +0.4%)
	From outside Dublin County	<b>99%</b> (-0.3% to +0.2%)	<b>99%</b> (-0.5% to +0.3%)	<b>99%</b> (-0.5% to +0.2%)

1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 28,570
3. The postal county boundary is formed by the postal address as determined by An Post.

# National Next Day Delivery (D+1) - Jan 2003 to Dec 2014 By Quarter



\*\*The result shown for Q4 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

# Methodology & Project Team



- The method of monitoring is in full accordance with European and Irish Standard, EN13850:2012 'Postal Services – Quality of Service – Measurement of transit time of end-to-end services for single piece priority mail and first class mail'.

## *Calculation Of Transit Time*

- From the 1<sup>st</sup> September 2005 onwards mail posted on Saturday and Sunday are treated as mail posted on Monday. This change reflects the fact that there is no longer a weekend collection service. Any test mail items posted on a Saturday, Sunday or Public Holiday, delivered on the next working day will be treated as a D+0 item. D+0 items are included in the D+1 figures for the purposes of calculating next-day delivery
- The Latest Time of Posting (LTOP) for Next Day Delivery and 'no weekend or public holiday collections/deliveries' is clearly displayed, by An Post, to postal service users at all access points.

## *Sample Design*

- The sample design corresponds with the most accurate and up-to-date estimates of real mail flow and discriminant characteristics provided by An Post. The 2011 Real Mail Studies (“RMS”) was used in the statistical design of the 2014 Monitor, while the 2013 RMS was used for weighting the results.
- The sample employs strict proportionality across all key characteristics. Discriminant characteristics are defined as:
  - Method of posting
  - Method of addressing
  - Envelope size
  - Method of payment
  - Day of week of posting
- Regional mail flows are quota controlled with weighting used to restore proportionality.

## *Geographical Distribution*

- Stratified random sampling is employed to achieve the required panel geographical distribution.

## *Calculation Of Results*

- Accuracy of the transit time is assessed by calculating the variance of the estimator and the design factor, taking into account:
  - number of points of induction and receiving
  - correlation of test items

- Damian Loscher – Managing Director
- Louise Soye – Account Director
- Frances O'Reilly – Panel Manager
- Pauline Egan – Research Consultant



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