

POSTITEENUSED. TEENUSE KVALITEET. PARTIIKIRJADE
PUNKTIST PUNKTI TOIMETAMISE AEGADE MÕÕTMINE

Postal services - Quality of service - Measurement of the
transit time of end-to-end services for bulk mail

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

See Eesti standard EVS-EN 14534:2016 sisaldab Euroopa standardi EN 14534:2016 ingliskeelset teksti ja selle parandust AC:2017.	This Estonian standard EVS-EN 14534:2016 consists of the English text of the European standard EN 14534:2016 and its corrigendum AC:2017.
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English Version

Postal services - Quality of service - Measurement of the transit time of end-to-end services for bulk mail

Services postaux - Qualité de service - Mesure du délai
d'acheminement des services de bout en bout pour le
courrier en nombre

Postalische Dienstleistungen - Dienstqualität - Messung
der Durchlaufzeit von Massensendungen von Ende zu
Ende

This European Standard was approved by CEN on 4 February 2016.

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This document consolidates EN14534:2016 and the corrigendum EN14534:2016/AC:2017.



EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

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Contents	Page
European foreword	5
Introduction	6
1 Scope	8
2 Normative references	9
3 Terms and definitions	9
4 Symbols and abbreviations	18
5 Transit time as a Quality-of-Service indicator	19
5.1 General.....	19
5.2 Transit time calculation.....	19
6 Methodology	22
6.1 Representative sample design	22
6.2 Minimum Sample Size (MSS).....	22
6.3 The design basis	22
6.4 Discriminant Mail Characteristics (DMC).....	23
6.5 Geographical distribution of the receiver panel.....	25
6.6 Creation of test mail	26
6.7 Documentation of date and time of posting	29
6.8 Integrity of the measurement.....	29
7 Report	31
7.1 Measurement results	31
7.2 Service Performance Indicators	31
7.3 Weighting of the results.....	32
7.4 Content.....	33
8 Quality control	34
9 The Annexes	35
Annex A (normative) Accuracy calculation	36
A.1 Scope	36
A.2 Symbols.....	37
A.3 Variance calculation for one stratum	38
A.4 Variance calculation for a stratified sample	40
A.5 Calculation of the confidence interval	42
Annex B (normative) Transit Time Calculation	46
B.1 Basic Principles.....	46
B.2 The date of induction.....	46
B.3 The transit-time calculation rules	47
Annex C (normative) Comparability of Measurement Results	50
C.1 General.....	50
C.2 Same service provider – Different measurement periods	52

C.3	Different service providers – Same measurement period	53
C.4	Cases of limited comparability	54
Annex D (normative)	Design of aggregated Fields of Study	56
D.1	General	56
D.2	Possible types of aggregation	56
D.3	Design requirements	58
D.4	Reporting	59
Annex E (normative)	Additional Requirements for continuous Fields of Study [CMS/SCMS]	60
E.1	Scope	60
E.2	Methodology	60
E.3	Report	65
E.4	Quality Control	66
E.5	Audit	67
Annex F (normative)	Quality control	68
F.1	Statistical design	68
F.2	Address seeding	68
F.3	Test mail production	68
F.4	Sending test items	69
F.5	Receiving test items	69
F.6	Data collection	69
F.7	Data analysis and reporting	69
F.8	Archiving	70
F.9	Quality control and Information Technology (IT)	70
Annex G (normative)	Auditing	71
G.1	General	71
G.2	Audit of the design basis	71
G.3	Audit of the Quality-of-Service measurement system	72
Annex H (informative)	Purpose of postal Quality of Service standards	73
H.1	General	73
H.2	Benefits of QoS standards	73
H.3	Application by potential users of EN 14534	74
H.4	Detailed analysis	76
H.5	Other / broader concepts	76
Annex I (informative)	Considerations before implementing EN 14534	78
I.1	Limitations of EN 14534	78
I.2	Design of the measurement system	78
I.3	Measurement organization	82

Annex J (informative) Design basis	84
J.1 Discriminant characteristics	84
J.2 Studies for the evaluation of possible candidates	85
J.3 Connection between Design Basis and Sample Design	87
J.4 Design basis	88
J.5 Frequency of update [CMS/SCMS]	91
Annex K (informative) Implementing EN 14534	92
K.1 Stages of the survey	92
K.2 Representativeness	93
K.3 Risk of panellist identification	94
K.4 Induction and delivery	94
K.5 Panel turnover	96
K.6 Validation and transit time calculation	97
K.7 Weighting	101
K.8 Reporting of results	108
K.9 Audit [SCMS]	109
Annex L (informative) Application of the accuracy calculation	112
L.1 Limitations of the accuracy calculation methods provided	112
L.2 Recommendations for the application of the rules	112
L.3 The sample size	114
L.4 General Example for a national yearly result	115
L.5 Simplified scenarios	121
Annex M (informative) Changes to the 2003 version of EN 14534	122
M.1 Reasons for the review	122
M.2 Increased applicability	122
M.3 Updated methodology	123
Bibliography	125

European foreword

This document (EN 14534:2016) has been prepared by Technical Committee CEN/TC 331 “Postal services”, the secretariat of which is held by NEN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2016, and conflicting national standards shall be withdrawn at the latest by November 2016.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN shall not be held responsible for identifying any or all such patent rights.

This document supersedes EN 14534:2003+A1:2007 and CEN/TR 15369:2006.

This document has been prepared under a mandate given to CEN by the European Commission and the European Free Trade Association.

According to the CEN-CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and the United Kingdom.

Annex A to Annex G are normative.

Annex A to Annex C and Annex F are covering the measurement of a single bulk mail induction.

Annex D to Annex E and Annex G are covering additional requirements for the measurement of aggregated or continuous fields of study.

Annex H to Annex M are informative. They are the revised version of the Technical Report CEN/TR 15369:2006, *Postal Services – Quality of Service – Guidance for the implementation of EN 14534*. They cover both, a single bulk mailing as well as aggregated and continuous fields of study.

This document includes the corrigendum EN 14534:2016/AC:2017 which corrects the fifth Formula in A.3.2.2.

Introduction

The European Commission emphasizes the need to have common rules for the development of community postal services and the improvement of Quality-of-Service (QoS). The Commission has identified requirements for postal QoS-Measurement systems that include:

- independent end-to-end measurement capabilities;
- a focus on national and cross-border distribution service performance;
- a single, uniform and reliable system for monitoring distribution service performance within the European Union.

The Commission has acknowledged that the different postal traditions and cultures in Europe would not allow for the establishment of one common unified European measurement system and that national systems should have sufficient freedom to reflect needs and peculiarities of national markets. On the other hand, they should fulfil a defined set of minimum requirements to satisfy the information interests of the Commission, the regulatory authorities, postal customers and postal operators themselves.

The objective of this standard is to define a modular QoS measurement system in a competitive commercial context. The measurement is designed to estimate the end-to-end transit time quality of service given to the postal customer. The measurement can be set up domestically in each European country and cross-border between the European countries.

This European Standard refers to a number of principles and minimum requirements to be applied for the measurement of the end-to-end transit time service-level of bulk-mail services. It is widely applicable for single-induction as well as continuous measurement applications. It provides recommendations on the comparability of different bulk mail transit-time QoS measurement results and their use as key performance indicators.

This bulk mail standard has been developed from the requirements of EN 13850, *Postal services – Quality of service - Measurement of the transit time of end-to-end services for single piece priority mail and first class mail*. Both European Standards consider methods using a representative end-to-end sample of all types of addressed mail appropriate for their coverage. For the measurement of bulk mail services a separate standard is required for the following reasons:

- **Senders:** Members of the public posting single items are replaced by businesses, small in number – posting large volumes of mail. Third party agents (consolidators, mailing houses, letter shops) may also act on behalf of posting customers.
- **Contracted Services:** Mail posted in bulk will often be mailed under a contract between the customer and the postal operator. Typically, bulk services require customers to standardize format and weight of their mailing, undertake a level of pre-sortation or to present mail in different ways according to the contract conditions.
- **Volumes of mailings:** Bulk mailings are large. They may contain thousands or millions of items.
- **Performance Measures:** On-time performance measures are expanded to provide different types of (i) *on*, (ii) *by* or (iii) *between* specific-dates performance depending on what is agreed with the postal customers or is specified for this service.
- **Discriminant Characteristics:** Test items have to match the characteristics of customer mailings. The range of characteristics relevant for the performance varies by type of mail service, and a wider set of potential characteristics should be considered. Greater flexibility is required to define for what part of the real mail logistics the results are representative for.

- **Production of Test Mail:** For the inclusion of test mail in the customers bulk mailings a variety of methods may be appropriate. They include database-seeding methods used in different stages of the customer's mail production process as well as methods to include pre-produced test items in the customer's bulk mailing between production and induction of the customers' real mail.
- **Dates of induction:** The rules and requirements for bulk mail induction are more complex and may be specific to the contract between customer and postal operator.

1 Scope

This European Standard specifies methods for measuring the end-to-end transit-time of *domestic* and *cross-border* bulk mail, collected, processed and delivered by postal service operators. It considers methods using representative end-to-end samples for all types of bulk-mail services with defined transit-time service-levels as offered to the postal customer. It specifies a set of minimum requirements for the design of a quality-of-service measurement system for bulk mail, involving the selection and distribution of test mail sent by business senders and received by selected panellists.

This European Standard is applicable to the measurement of end-to-end *priority* and *non-priority* bulk-mail services. For the purpose of this standard, bulk mail services can include all types of addressed bulk mail including, but not limited to letter mail, direct mail, magazines and newspapers and encombrant-format mailings.

This European Standard relates to the measurement of bulk-mail services offered to businesses that have pick-ups at their offices or give their mail to postal service operators. If a third party agent acts for the postal operator, then the time the mail is handed over to the agent will form part of the measurement. Where a third party agent acts for the sending customer, the measurement will be from the point when mail is handed over to the postal operator.

This European Standard is of *modular structure*. It is designed to assess the service performance of postal operators for bulk mail services on the level of a single *bulk mailing* as defined by the postal customer or any aggregations thereof, including the performance of an individual customer / operator or the performance of a group of customers / operators or the performance at national level.

The standardized QoS measurement-method provides a uniform way for measuring the end-to-end transit time of postal items. Using a standardized measurement-method will ensure that the measurement will be done in an objective and equal way for all operators in accordance with the requirements of the Directive 97/67/EC and its amendments.

The end-to-end service measured may be provided by one operator or by a group of operators working either together in the same distribution chain or parallel in different distribution chains. The method for end-to-end measurement specified in this European Standard is not designed to provide results for the measurement of parts of the distribution chain.

This standard does not include other service performance indicators than those related to end-to-end transit time. In particular, this standard does not measure whether the timings of collections meet customers' requirements.

The transit-time quality-of-service result will be expressed as percentage of mail delivered *by, on or between* expected dates. These dates can be defined absolute as calendar-days or relative to the date of induction. The transit time calculation rule will be in whole days.

This quality of service indicator does not measure the postal operator's overall performance in a way, which provides direct comparison of postal service operators. This European Standard nevertheless provides minimum requirements for the comparability of end-to-end transit-time measurement results of specific bulk mailings.

This European Standard is not applicable for the measurement of end-to-end transit-times of single-piece mail services and hybrid mail, which require different measurement systems and methodologies (see, for example, EN 13850, *Postal Services - Quality of Services - Measurement of the transit time of end-to-end services for single piece priority mail and first class mail*).

In certain circumstances, this standard allows a choice between alternatives to be made subject to the approval of the regulator. This approval is only necessary if the service is within the universal service obligation.

This European Standard includes specifications for the quality control and auditing of the measurement system.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN 13850:2012, *Postal Services - Quality of Services - Measurement of the transit time of end-to-end services for single piece priority mail and first class mail*

ICC/ESOMAR, *International Code of Marketing and Social Research Practice (1995 revision)*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1

accuracy

closeness of agreement between a test result and the accepted reference value

Note 1 to entry: The term accuracy, when applied to a set of test results, involves a combination of random components and a common systematic error or bias component.

Note 2 to entry: In this standard the accuracy is expressed as $\pm \varepsilon$, where 2ε is the length of the confidence interval at the confidence level 95 % for the parameter being estimated, namely the probability of attaining the transit time target.

[SOURCE: ISO 3534-1:2006]

3.2

aggregation

compounding of primary data into an aggregate for the purpose of expressing them in a summary form

3.3

audit

systematic and independent examination to determine whether activities and related results comply with planned arrangements and whether these arrangements are implemented effectively and are suitable to achieve objectives

Note 1 to entry: The organization carrying out the audit is called the *auditor*.

Note 2 to entry: A (full) audit may be carried out as an *initial audit* of a new or substantially changed system or as an initial audit by a new auditor. It may also be carried out as a *re-audit* of the same system by the same auditor in the next audit cycle.

Note 3 to entry: If an audit results in objections, then the auditor may require corrective actions until a defined deadline. A final check of these corrective actions is called *corrective audit*.

3.4

average (arithmetic mean)

sum of values divided by the number of values

[SOURCE: ISO 3534-1:2006]