

ICS 03.240

English version

**Postal services - Quality of service - Measurement of loss and
substantial delay in priority and first class single piece mail using
a survey of test letters**

Services postaux - Qualité du service - Mesurage des
pertes et des retards importants pour le courrier prioritaire
égrené et de 1^{ère} classe, à partir d'une enquête utilisant
des lettres d'essai

Postalische Dienstleistungen - Dienstqualität - Messung
des Verlustes und der erheblichen Verzögerungen von
Vorzugssendungen und Einzelsendungen erster Klasse
unter Verwendung von Testbriefen

This Technical Specification (CEN/TS) was approved by CEN on 26 January 2004 for provisional application.

The period of validity of this CEN/TS is limited initially to three years. After two years the members of CEN will be requested to submit their comments, particularly on the question whether the CEN/TS can be converted into a European Standard.

CEN members are required to announce the existence of this CEN/TS in the same way as for an EN and to make the CEN/TS available promptly at national level in an appropriate form. It is permissible to keep conflicting national standards in force (in parallel to the CEN/TS) until the final decision about the possible conversion of the CEN/TS into an EN is reached.

CEN members are the national standards bodies of Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.



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

Management Centre: rue de Stassart, 36 B-1050 Brussels

Contents

Page

Foreword	4
Introduction	5
1 Scope	6
2 Normative references	6
3 Terms and definitions	8
4 Loss as a quality of service indicator	14
4.1 General	14
4.2 Calculation and presentation of loss and substantial delay	15
4.2.1 General	15
4.2.2 Period after which an item is considered to be lost or substantially delayed	15
4.2.3 Service performance indicator	15
5 Methodology	16
5.1 General	16
5.2 Estimators	16
5.2.1 General	16
5.2.2 Accuracy	16
5.2.3 Measurement results	17
5.2.4 Calculation of the accuracy	17
5.2.5 Aggregation of results	17
5.3 Validation and control of panellist information	17
5.3.1 General	17
5.3.2 Panellist requirements	18
5.3.3 Validation of information	18
5.4 Treatment of clusters of lost items	18
6 Test mail characteristics	19
7 Report	19
8 Quality control and auditing	20
Annex A (normative) Calculation of the accuracy of the estimator of the performance indicator	21
Annex B (normative) Panellist management and validation	24
B.1 Management, guidance, training and monitoring of panellists	24
B.2 Item validation	24
B.3 Panellists validation	25
Annex C (normative) Quality control and auditing	27
C.1 General	27
C.2 Sending test items	27
C.3 Receiving test items	27
Annex D (informative) Use of different rules for defining substantial delay	28
D.1 General	28
D.2 Circumstances when additional analysis is appropriate	28
D.3 Reporting requirements for additional analyses	29
Annex E (informative) Experience of measuring loss	30
E.1 General	30
E.2 Experience in Portugal	30

E.2.1	General	30
E.2.2	Brief description of the Portuguese system	30
E.3	Experience in United Kingdom	31
E.4	Experience in Germany	31
E.5	Comments from International Post Corporation	31
E.5.1	General	31
E.5.2	Response Rates (Referring to requirements under 5.3)	32
E.5.3	Clustering (Referring to requirements under 5.4)	33
E.5.4	Sample sizes (Referring to Annex A)	33
E.5.5	Matching reality	33
E.6	Comments from France	33
E.6.1	General	33
E.6.2	Panel efficiency rate	34
E.6.3	Confirmation procedures	34
E.7	Concluding Remarks	35
	Bibliography	36

Foreword

This document (CEN/TS 14773:2004) 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 March 2005, and conflicting national standards shall be withdrawn at the latest by March 2005.

According to the CEN/CENELEC Internal Regulations, the national standards organizations of the following countries are bound to announce this CEN Technical Specification: Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.

For compatibility between CEN and UPU versions of this document, the term 'document' is used. In a CEN context, this should be interpreted as being equivalent to the deliverable mentioned on the title page of this document. In a UPU context, this should be interpreted as being equivalent to 'standard'."

Introduction

In the Green paper on postal services in 1992 the European Commission emphasised the need to establish common rules for the development of community postal services and the improvement of quality of service. The Commission identified requirements for quality of service measurement that included the reliability of services and treatment of problems of loss, theft and damage.

CEN was asked to draw up standards related to the methodology for the measurement of loss of mail at reasonable cost for some mail types within the universal service.

There has been only limited experience in using sample surveys to measure the level of loss in postal services and it is not possible to define a standard for measurement at present. However it is possible to set out the main requirements that would probably be included in such a standard in order that the methodology may be applied and tested. Once this has been done and experience has been gained this document may be developed into a standard.

This document sets out a methodology for a more precise measure of the level of loss and substantial delay of single piece priority letters than can be obtained from the measurement of complaints. This document refers to a number of principles and minimum requirements to be applied for the measurement of the level of loss and substantial delay of national and cross-border priority and first class letter mail.

Annex E of this document describes the experience of measuring loss and contains comments relating to the implementation of the Technical Specification which have already been reported to CEN. Since the Technical Specification is to some extent experimental, CEN would particularly like to collect experience on its use from those who have implemented it. This will be valuable in determining how the Technical Specification may best be developed into a standard.

1 Scope

This document specifies methods for measuring the level of loss and substantial delay, using a survey of test letters, of domestic and cross-border priority and first class single piece letter mail, collected, processed and distributed by postal service operators.

It is impossible in practice to distinguish between items which will never arrive and items which have been delayed for a very long time. A minimum period is therefore defined after which an item that has been sent shall be treated as if it has been lost or substantially delayed for the purposes of measurement.

The resulting overall figure for loss and substantial delay is to be expressed as a percentage of the total posted priority and first class single piece mail. This indicator does not measure the postal operator's overall performance in a way which provides direct comparison of postal service operators, and does not include other service performance indicators other than those related to loss and substantial delay.

According to this document, loss and substantial delay is estimated within specified accuracy limits. When the level of loss is very small it may only be possible to estimate an upper limit for the level of loss.

This document has been developed from and is compatible with the requirements of EN 13850 for the measurement of the transit time of end-to-end services for single piece priority mail and first class mail, so that the same survey may be used to measure loss and substantial delay and on-time performance. Thus it comprises a set of requirements for the design of a measuring system involving the selection and distribution of test letters sent and received by selected panellists, according to a specification that ensures that the test letter sample design is representative of the real mail flows.

This document relates to the measurement of the so called "normal" services given to private persons / households and businesses that post mail at street letter boxes, over the counter at post offices, have pick ups at their offices or give their mail directly at postal service operators' sorting centres.

For technical reasons this document may not in all parts be suitable for the measuring of very small volumes of mail and for operators with limited coverage.

This document is not applicable for measuring the level of loss or substantial delay for large bulk mailers' services and hybrid mail which require different measurement systems and methodologies.

This document includes specifications for the quality control and auditing of the measurement system and for the reporting of loss and substantial delay of mail.

2 Normative references

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

EN 13850:2002, *Postal services - Quality of service - Measurement of the transit time of end-to-end services for single piece priority mail and first class mail*

EN 14012, *Postal services - Quality of service - Measurement of complaints and redress procedures*.

EN ISO 9000, *Quality management systems — Fundamentals and vocabulary (ISO 9000:2000)*.

ISO 3534-1:1993, *Statistics — Vocabulary and symbols — Part 1: Probability and general statistical terms*.

ISO 3534-2:1993, *Statistics — Vocabulary and symbols — Part 2: Statistical quality control*.

ISO 19011, *Guidelines for quality and/or environmental management systems auditing*

International Chamber of Commerce / ESOMAR International Code of Marketing and Social Research Practice, with attachments.¹⁾

¹⁾ This document can be obtained from www.esomar.org and from www.iccwbo.org . ESOMAR Central Secretariat (email@esomar.nl)