

## MCA gauges organisations' perceptions and satisfaction levels with regard to bulk mail services

Significant improvements in perceived quality of service and satisfaction levels registered

The MCA has recently published the results of a survey it carried out between July and August 2014, in order to evaluate organisations' perceptions and satisfaction levels with regard to the bulk-mail service, amongst other postal services provided by MaltaPost. Forty organisations participated in this survey. Bulk mail refers to postal articles consisting of 50 items or more (of identical format, size and weight) that are deposited with a postal operator, at the same place and at the same time to be conveyed and delivered to the addresses indicated on the postal articles

The survey results suggest that the main bulk mail users are government agencies, financial institutions and telecom operators. The findings indicate that the majority of organisations using this service do so every week; 25% on a daily basis. The survey also shows that 35% of participating organisations claim to have increased the number of addressed letters they sent using the bulk mail services, up from 30% in a similar survey carried out in 2012. On the other hand, 18% of participating organisations claim to have decreased the number of addressed letters they sent and resorted to other non-postal alternatives such as email and online services. The remaining 40% of all organisations say the number of addressed letters sent has remained relatively the same over the past twelve months. 8% of organisations did not know whether there had been any shifts in the volume of addressed letters over the past twelve months. All interviewed organisations intend to continue using MaltaPost's bulk mail service in the next 12 months.

When compared to 2012 survey results, there has been a significant improvement in the perception of large bulk mail users with regard to the overall quality of postal services. In effect, 83% of organisations perceive the overall quality of postal services provided by MaltaPost to be good or very good, up from 68% in 2012. Moreover, satisfaction levels with the bulk mail service provided by MaltaPost increased from 48% in 2012 to 83% in 2014. Similarly, the majority of organisations are satisfied or highly satisfied with the registered mail service provided by MaltaPost. Another area where great strides have been made is complaint handling, whereby 64% of organisations which made a formal complaint with MaltaPost were satisfied with the way their complaint had been handled compared to 8% in 2012.

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Meanwhile, the survey also attempted to gauge activity and the level of satisfaction with the services and facilities offered at the post offices. Results show that 85% of large bulk mailers have been to a post office during the last 12 months. The majority of these organisations visited a post office to post letters and send registered letters. The survey shows that satisfaction levels with the facilities provided at the post office also increased, with 71% of organisations claiming to be satisfied or highly satisfied, up from 63% in 2012.

With regard to price levels, the majority (55%) of large bulk mailers are neither satisfied nor dissatisfied with the general price levels of postal services. Moreover, only 38% of participating organisations say that the prices of the bulk mail services are reasonable; a significant drop compared to 61% price satisfaction levels registered in 2012.

As for other services offered by MaltaPost, namely the PO Box and Business reply service, the survey shows that circa 25% of all organisations participating in this survey use these services. Moreover, the significant majority (80%) consider these services to be useful. Finally, the survey also shows that fewer large bulk mail users write down the post code (53%) when compared to households (71%) and the general business community (76%).

**Additional information:**

The survey consisted of face-to-face interviews with a total of 40 organisations. Each respondent, on behalf of the organisation, was the person responsible for the handling of mail and other postal articles in that organisation. Moreover, to be eligible to participate in this survey and exclude one-off users, the organisation had:

- to be using the bulk mail service to send addressed letters; and
- to send on average more than 750 addressed letters in a year using this service

For further information about this survey, you are invited to visit the MCA website at [www.mca.org.mt](http://www.mca.org.mt)

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