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Postal Services — Quality of Service — Measurement of incorrect delivery — Feasibility Report

National foreword

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Messung fehlerhafter Zustellung - Machbarkeitsstudie

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Foreword

This document (CEN/TR 16706:2014) has been prepared by Technical Committee CEN/TC 331 "Postal services", the secretariat of which is held by NEN.

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1 Scope

This Technical Report provides the results of a feasibility study to determine whether a European Standard for the measurement of incorrect delivery could be developed. CEN/TC331 decided a European Standard was not feasible but that the results should be kept and the report transferred into this Technical Report.

NOTE 1 At the end of 2011, TC/331/WG1 established Project Team F to research the measurement of incorrect delivery in accordance with the tender “RENEWED open call for project team experts for the execution of the work called for in the grant agreement SA/CEN/ENTR/EFTA/428/2009-06 Postal Services - Elaboration and adoption of standards documents in the EU and EFTA”. The Working Plan of PT F was approved at the plenary meeting of CEN/TC 331 in December 2011.

NOTE 2 According to the Working plan, PT-F presented to the TC/331/WG1 a first report at the meeting in Belgrade in March 2012. PT-F expressed the opinion that the development of a standard was not feasible and that they suspected that a standardization document would not produce the expected results, that is a reduction in the number of incorrectly delivered postal items. PT-F highlighted that such a measurement system had no capability to recognize and record when a real event occurred (only when the sender and/or the receiver submitted a complaint), and therefore it will be unreliable. PT-F also mentioned the difficulty in finding existing and feasible measurement methods which would reliably measure such rare events.

NOTE 3 In an open discussion with WG1 members at the March 2012 meeting, PT-F also mentioned a previous Feasibility Study and other research which came to the same conclusion that such a measurement is not feasible. PT-F and WG1 proposed to TC331 to adopt the feasibility study on “Measurement of incorrect delivery” at the Plenary Meeting in Ljubljana in May 2012.

2 Normative References

None.

3 Summary of Feasibility Study

The task has been to produce a feasibility study for measurement of incorrect delivery. PT-F focused on the following two issues:

- how to find an appropriate measurement system and a measurement method; and
- how to find a unambiguous and clear definition for incorrect delivery which will be unanimously accepted.

An appropriate measurement system is very difficult to establish as it shall be able to recognize incorrect deliveries in amongst mail that has been correctly delivered. Use of customer complaint data would not provide a reliable estimate as the intended recipient may not be aware an item has been incorrectly delivered.

A method by which it would be feasible to measure the number of incorrect deliveries is almost impossible to define, because these are rare events. Some indicators suggest that incorrect delivery occurs once in 100000, or more, correct deliveries (according to available data from EN 14012). Although a number of approaches were discussed, with those which are currently used in the postal measurements (test mail and real mail); telephone studies, field studies and others in social research, PT-F concluded that there is no one feasible method to measure such rare events.

The definition of incorrect delivery is directly related to any deviation from the correct delivery. Because the definitions and procedures for correct delivery vary by country PT-F was faced with many differences when they tried to propose a common definition for the term “incorrect delivery”.

Incorrect delivery may have two aspects: delivery to an unauthorized person, which is usually regulated by national postal legislation, and the improper procedure of confirmation, which postal operators usually define with product and service manuals. Who can be the authorized person is difficult to define and may differ for every country due to different legal systems and numerous national legislations. A further complication is that