



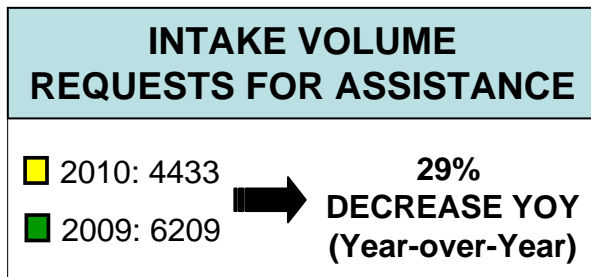
## 2010 ANNUAL REPORT



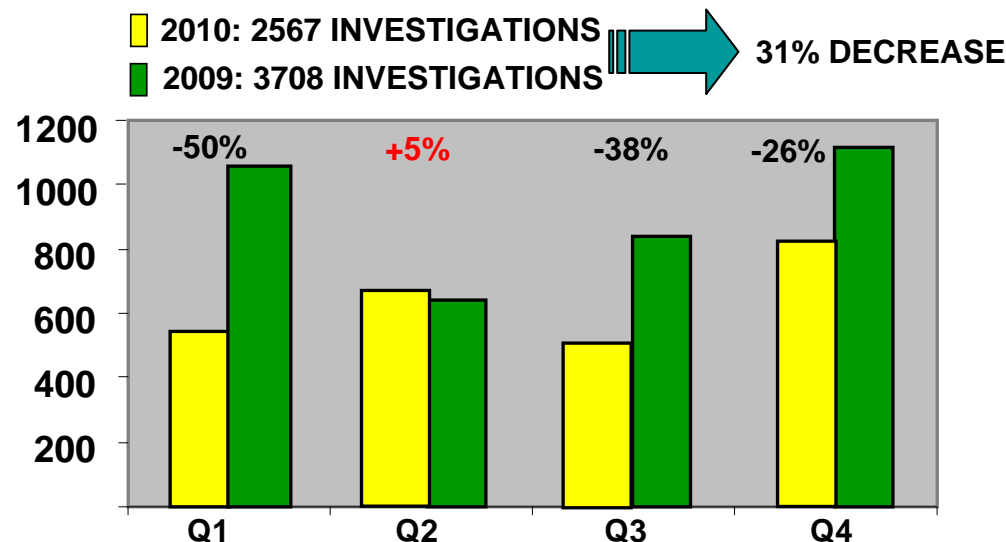
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# CASELOAD OVERVIEW: INTAKE AND INVESTIGATIONS



→ 58% of requests for assistance result in investigation process



## 1752 recommended resolutions issued to Canada Post:

- 30% supported Canada Post's handling of the complaint ( 529 cases )
- 70% additional measures taken by Canada Post ( 1223 cases )

**408 Compensation Cases**

**9 Policy /  
Procedural Changes**

**806 Corrective Measures**

### TOP 3 SERVICE DEFECTS RESULTING IN COMPENSATION:

- Xpresspost - 26%
- Int'l Parcel - 26%
- Domestic Parcel - 13%

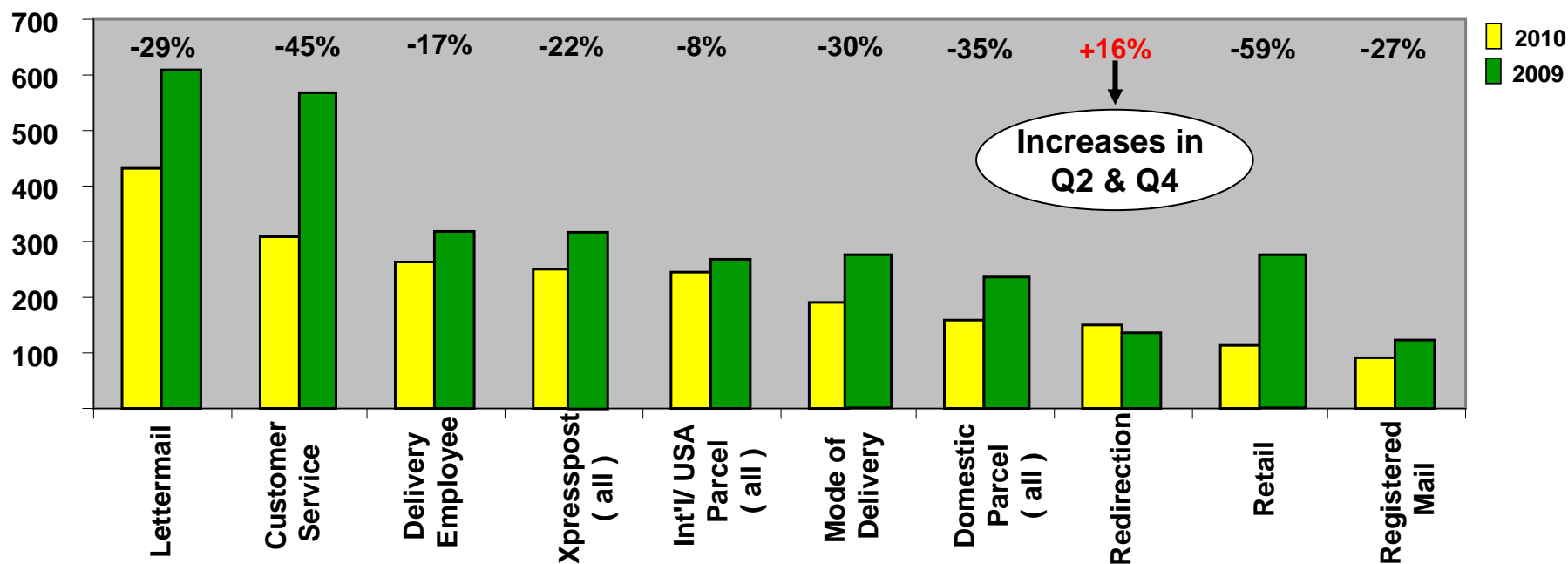
- CMB keys
- ID requirements – Retail (x2)
- Point of sale – access for the blind
- Point of sale – software change
- Redirection – mailbox providers
- Redirection – deceased
- Hold Mail – no safe-dropping of Lettermail
- Bulk manifests - insurance

- Relocation of equipment
- Relabeling of equipment
- Mail monitoring for quality
- On route verification
- Customer site visits
- Letters of apology
- Security & Investigations
- Employee training
- Etc

# 2010 TOP TEN COMPLAINTS INVESTIGATED YEAR OVER YEAR CHANGE

**Top Ten Complaints = 2209 investigations**  
**= 86% of all complaints investigated**

**A positive outlook ... significant decreases in almost all categories.**



2010	431	311	264	251	245	193	160	152	113	89
2009	611	569	318	321	266	275	246	131	276	122
Defect Rate 2010/2009	0.3% 0.4%	*0.4% *0.6%	NA	0.2% 0.3%	0.3% 0.3%	2.4% 4%	0.1% 0.2%	0.2% 0.2%	2.2% 6%	0.3% 0.4%

\* Includes all requests for assistance / total Customer Service cases

# 2010 – TOP TEN NATIONAL

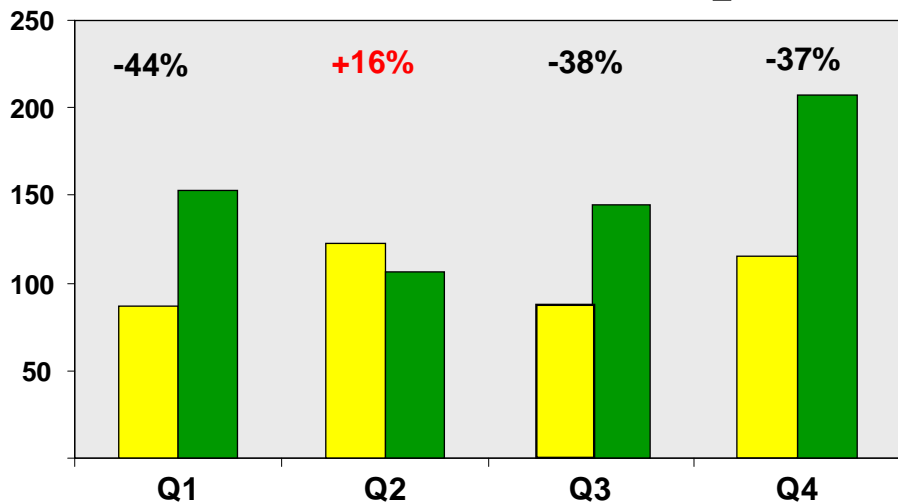
## 1. LETTERMAIL

Total cases investigated: 2567

Lettermail: 431 or 17% of all complaints investigated

29% decrease YOY

2010  
2009

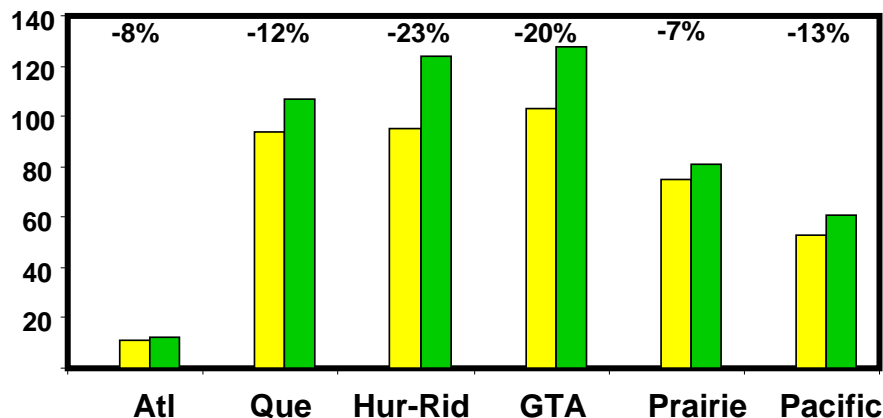


- **Misdelivery:** 51% ( 222 ) of all Lettermail complaints.
- In 2009, misdelivery represented 39% of Lettermail complaints.

### SERVICE CHARTER IMPACTS: – SECURE DELIVERY

193 misdelivery complaints investigated in relation to security of the mail:

- 2 complaints supported CPC
- 191 complaints required corrective action by CPC



### SERVICE CHARTER IMPACTS: – FREQUENT & RELIABLE DELIVERY

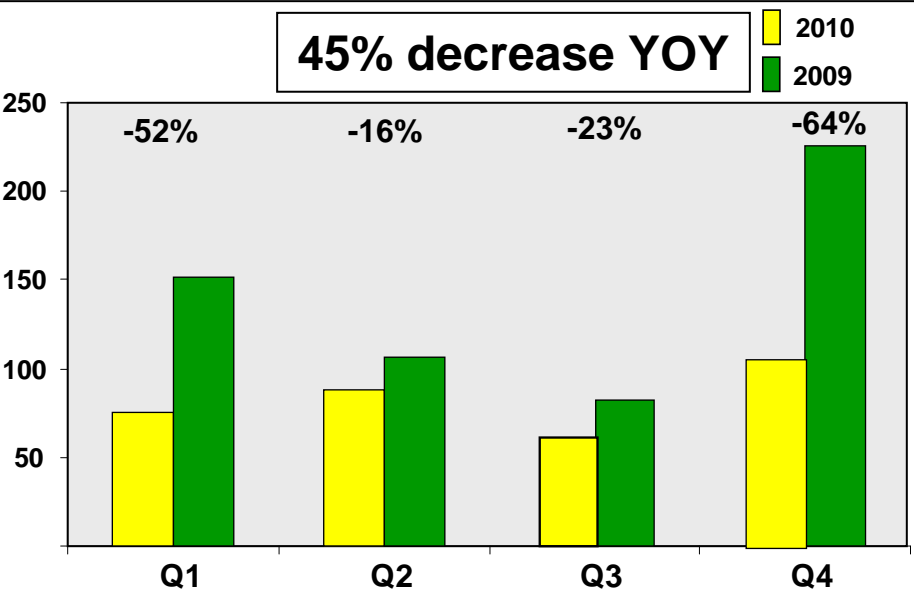
12 complaints investigated on lettermail delivery delays beyond published service standards of 2,3 and 4 days.

- 3 complaints supported CPC
- 9 complaints required corrective action by CPC.

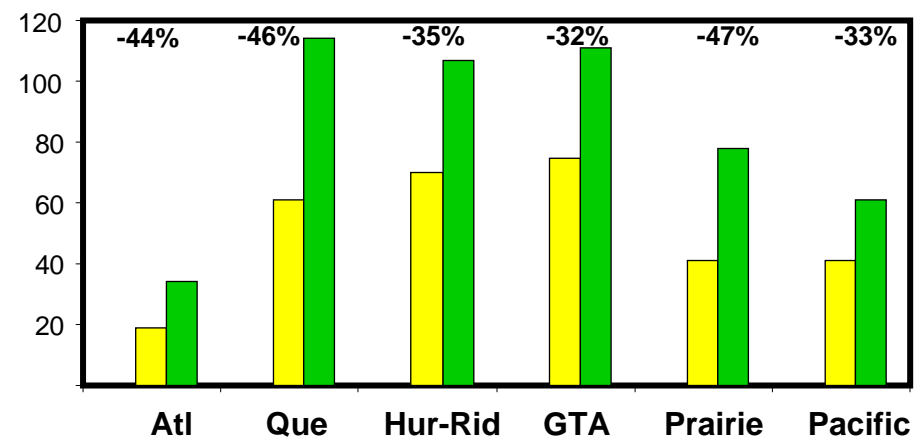
2010 – TOP TEN NATIONAL  
2. CUSTOMER SERVICE



Total cases investigated: 2567  
Customer Service: 311 or 12% of all complaints investigated



- **Unreasonable decision** by a Customer Service agent: 61% (191) of all Customer Service complaints.
- In 2009, unreasonable decision represented 50% of Customer Service complaints



**SERVICE CHARTER IMPACTS:**  
**– RESPONDING TO COMPLAINTS**

- 95 complaints due to limited customer access to 1-800 Contact Centre agents further to new CRM implementation.
- All complaints were escalated to Canada Post for resolution through Customer Service channels.

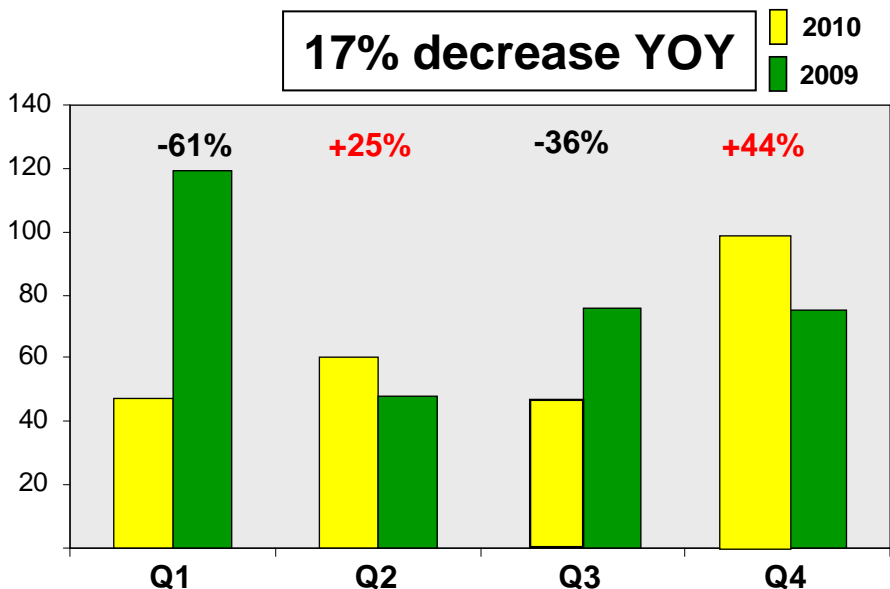
# 2010 – TOP TEN NATIONAL

## 3. DELIVERY EMPLOYEE

Total cases investigated: 2567

Delivery employee: 264 or 10% of all complaints investigated

17% decrease YOY



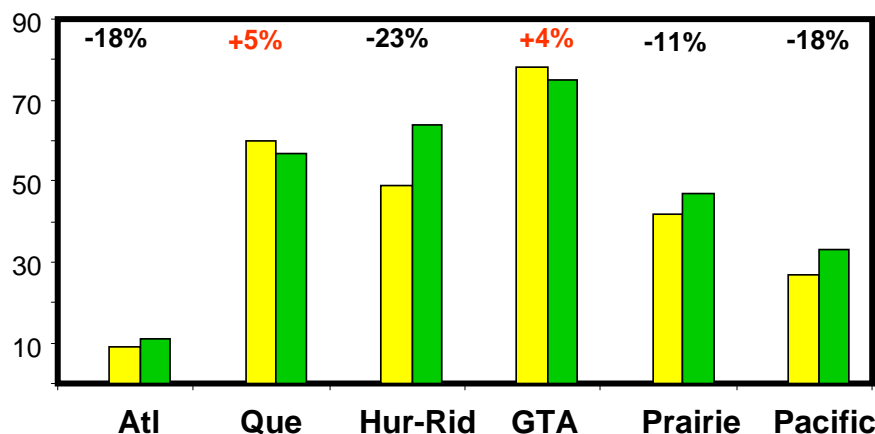
- **No Delivery:** 51% ( 136 ) of all complaints in this category.

This includes No Delivery Attempt (37) & Delivery Suspension cases (35) due to safety hazards.

**Outcome of Delivery Suspension** cases due to safety hazards:

- 2 complaints supported CPC
- 33 complaints required corrective action by CPC

- In 2009, **No Delivery** accounted for 34% of complaints in this category.



### SERVICE CHARTER IMPACTS:

#### – FREQUENT & RELIABLE DELIVERY

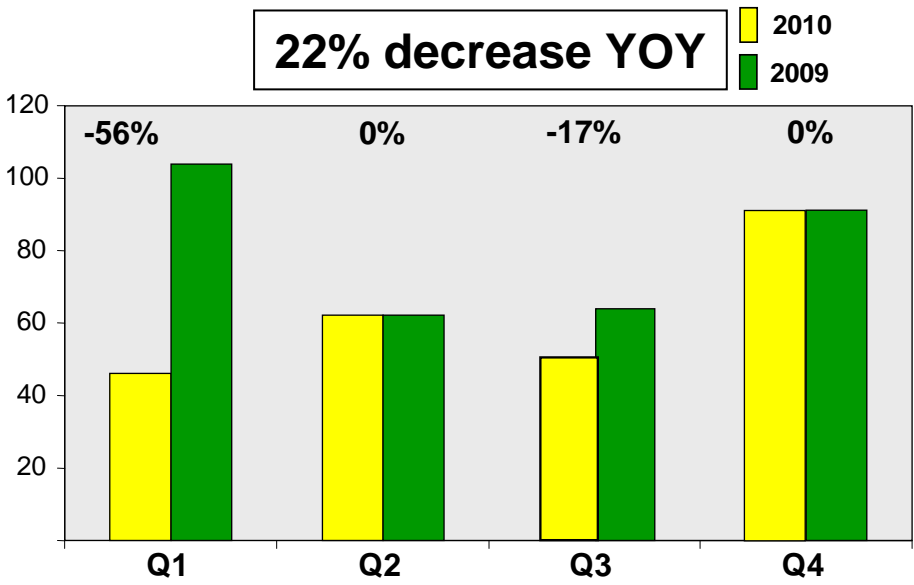
9 complaints from Brampton ON on lack of delivery 5 days / week. All cases involved RSMC routes where CPC faced staffing challenges and was unable to provide regular daily delivery.

- All 9 complaints were founded and corrective measures initiated by CPC.

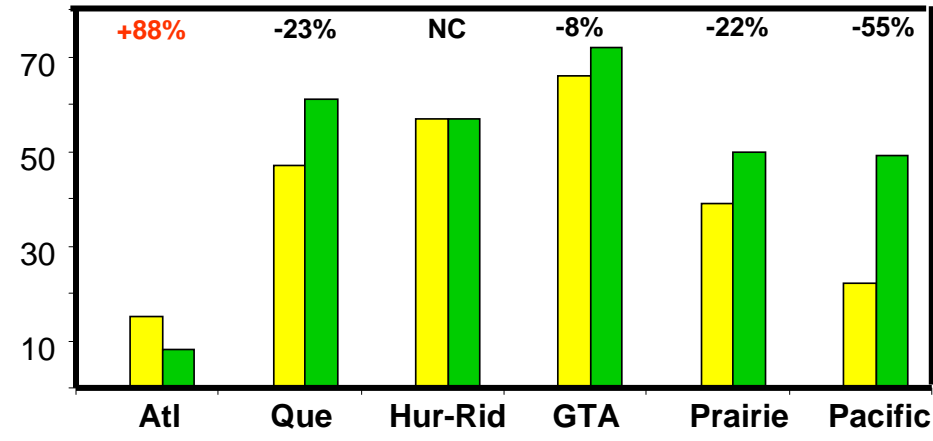
2010 – TOP TEN NATIONAL  
4. XPRESSPOST



Total cases investigated: 2567  
Xpresspost: 251 or 10% of all complaints investigated



- **Loss of item:**52% ( 131 ) of all Xpresspost complaints.
- In 2009, loss of item represented 43% of all Xpresspost complaints.



SERVICE CHARTER IMPACTS:  
– SECURE DELIVERY

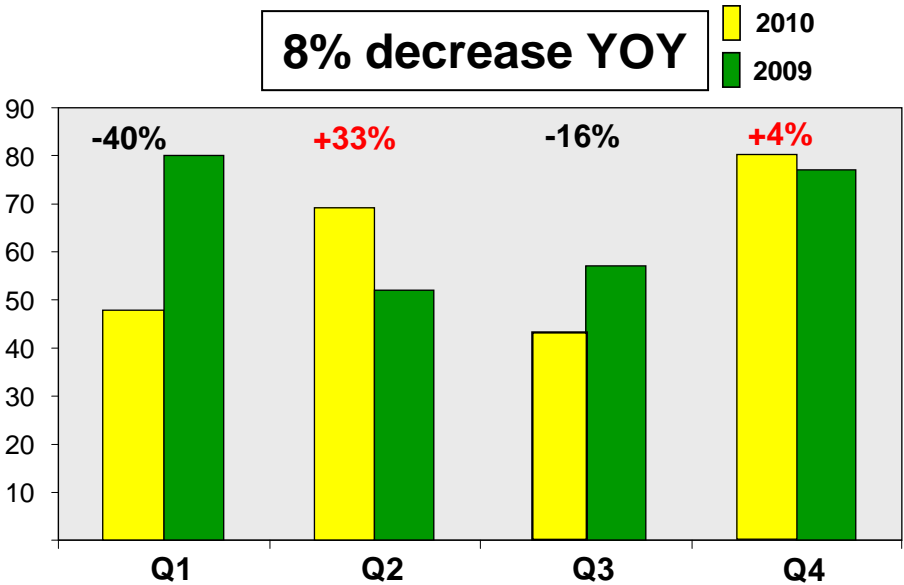
- 10 investigation cases of lost Xpresspost items involving passport / visa documentation ( personal information at risk )
- All 10 complaints required corrective action by CPC.



2010 – TOP TEN NATIONAL  
5. INTERNATIONAL / USA PARCEL ( ALL )

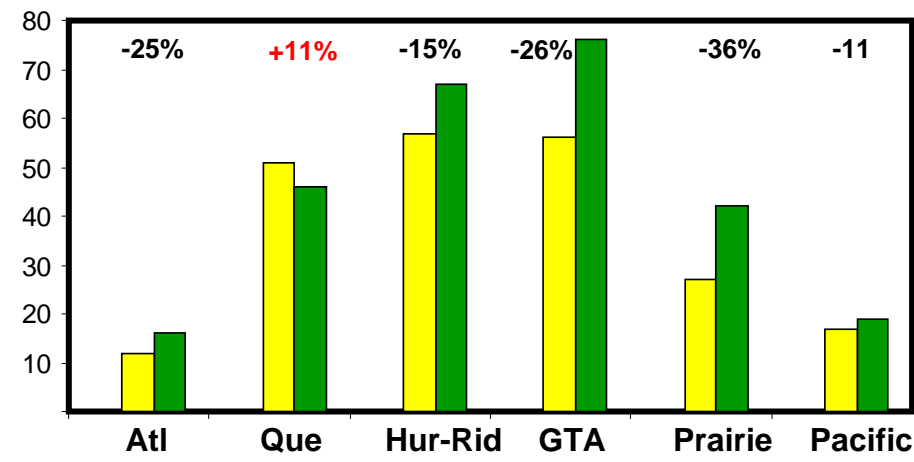


Total cases investigated: 2567  
Int'l Parcel: 245 or 10% of all complaints investigated



Outbound product: 40% of cases investigated

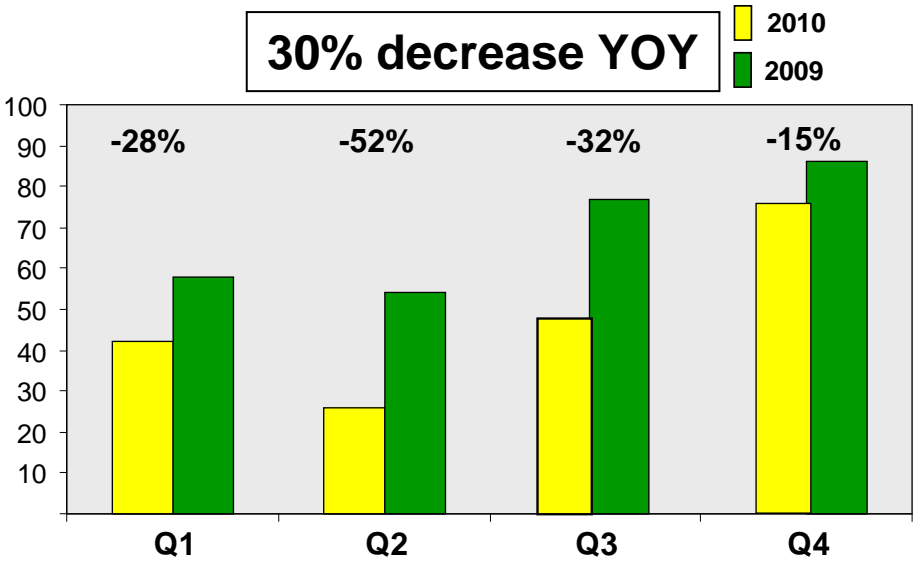
- **Loss** of item: 42% ( 102 ) of all international / USA parcel complaints.
- In 2009, loss of item represented 45% of all international / USA parcel complaints.



2010 – TOP TEN NATIONAL  
6. MODE OF DELIVERY

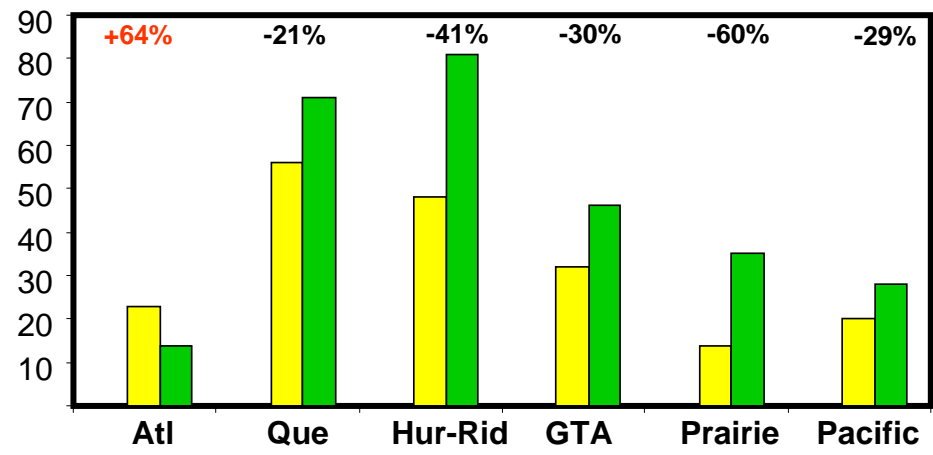


Total cases investigated: 2567  
Mode Delivery: 193 or 8% of all complaints investigated



- **Location / access** to the delivery receptacle: 47% ( 90 ) of all complaints in this category.
- In 2009, location / access represented 23% of all complaints in this category.

**SERVICE CHARTER IMPACTS:**  
– **COMMUNITY OUTREACH & CONSULTATION**  
**ON MODE OF DELIVERY CHANGES**



22 complaints investigated on rural mail delivery changes resulting from traffic safety review ( 16% of all complaints on mode of delivery ).

- 13 complaints supported CPC
- 9 cases required corrective action by CPC

Business context: 137,523 rural mailboxes reviewed by Canada Post in 2010.

# 2010 – TOP TEN NATIONAL

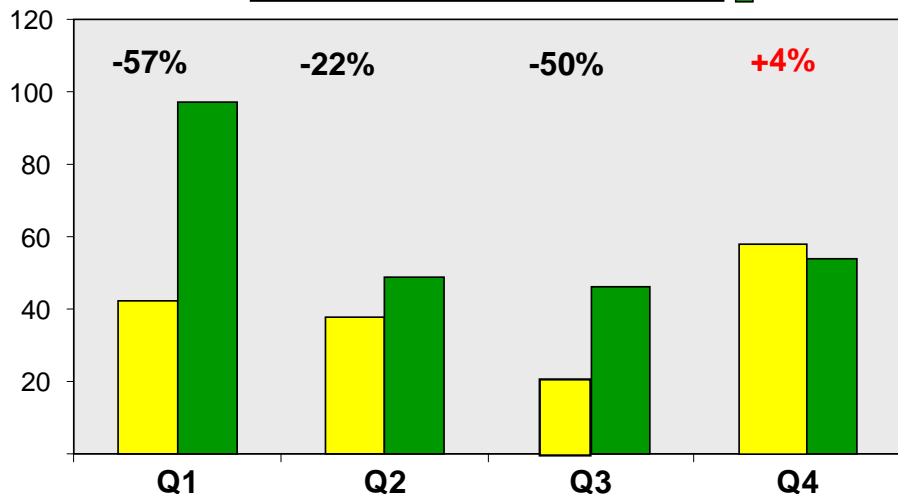
## 7. DOMESTIC PARCEL ( ALL )

Total cases investigated: 2567

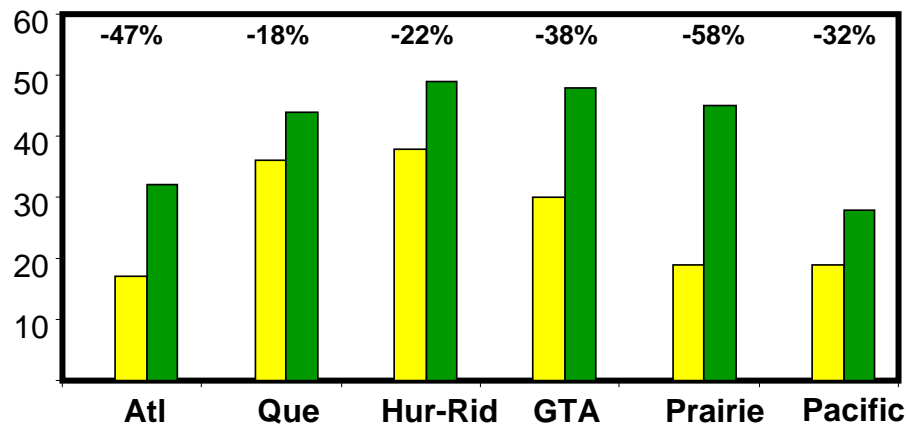
Domestic Parcel: 160 or 6% of all complaints investigated

35% decrease YOY

2010  
2009



- **Loss** of item: 52% ( 83 ) of all domestic parcel complaints (expedited / regular).
- In 2009, loss of item represented 46% of all domestic parcel complaints.

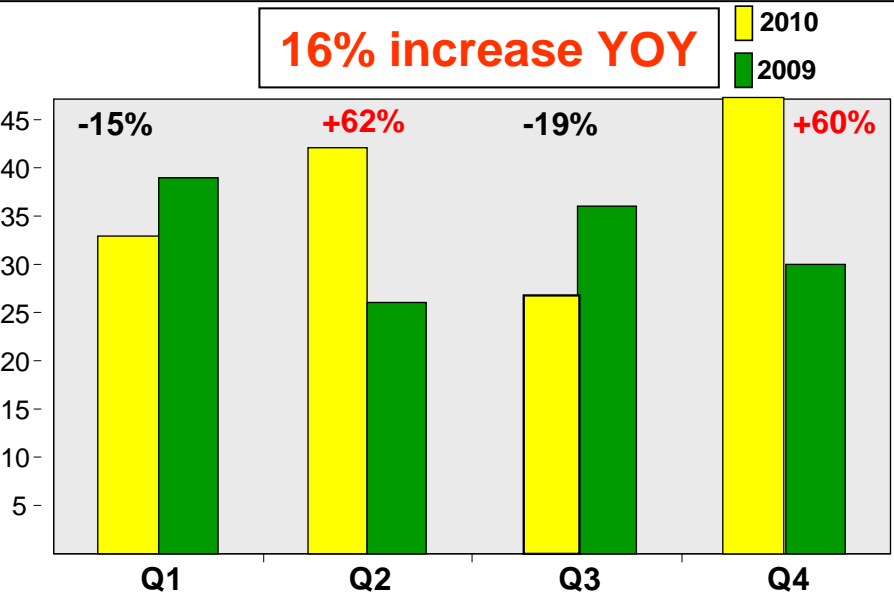


# 2010 – TOP TEN NATIONAL

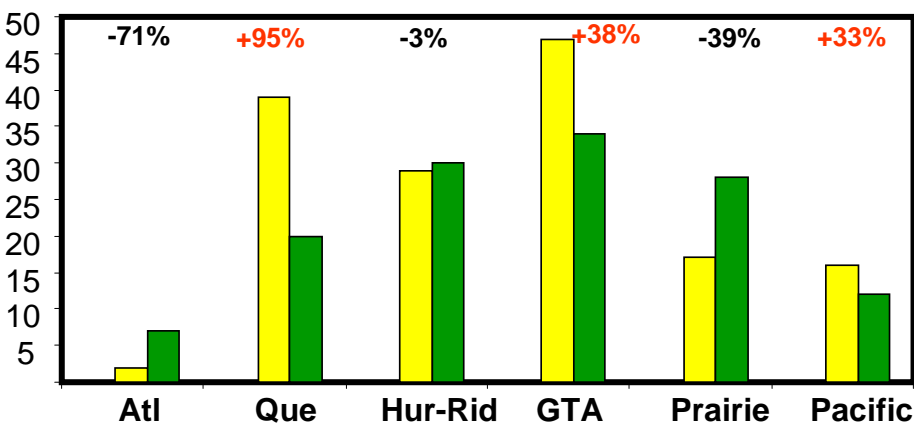
## 8. REDIRECTION



Total cases investigated: 2567  
Redirection: 152 or 6% of all complaints investigated



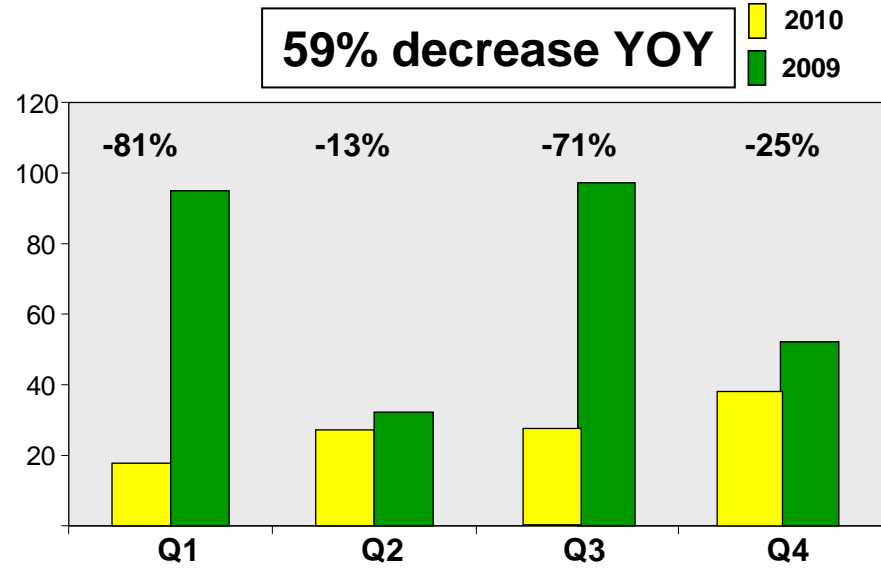
- **Poor service:** 84% (128) of all redirection complaints.
- In 2009, poor service represented 87% of all complaints in this category.
- No systemic causes identified in service failures.
- Human error ( data entry, sortation ) is the main cause of these defects.



2010 – TOP TEN NATIONAL  
9. RETAIL



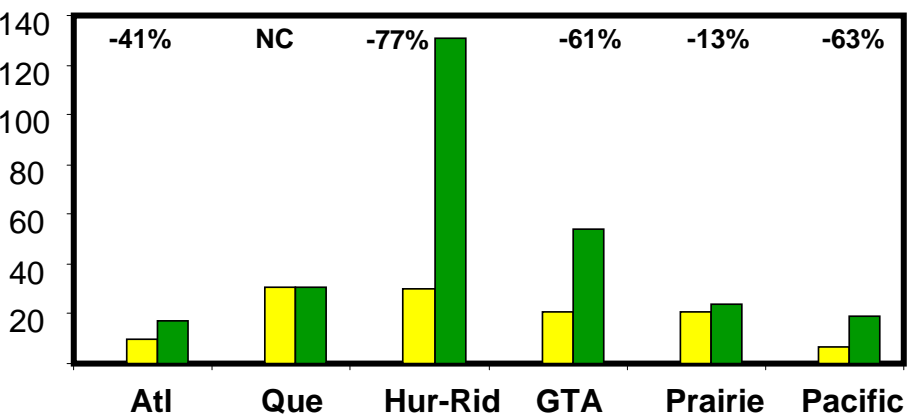
Total cases investigated: 2567  
Retail: 113 or 4% of all complaints investigated



- **Poor service** provided by counter staff: 75% ( 85 ) of all complaints in this category.
- In 2009, poor service represented 57% of all complaints in this category.

SERVICE CHARTER IMPACTS:  
– CONVENIENT ACCESS TO POSTAL SERVICES

7 complaints on location of postal outlet assigned to customers for pick up of call for items.  
• All 7 complaints supported CPC.



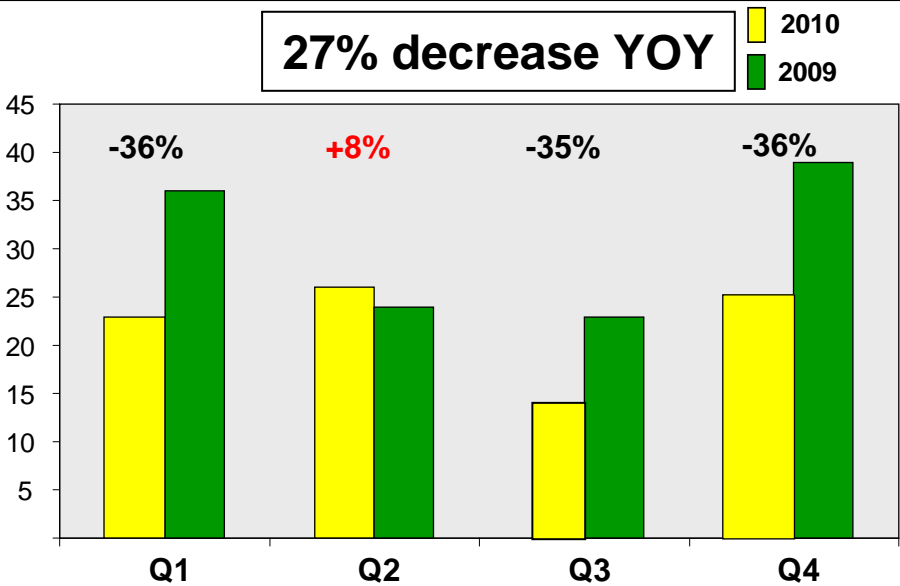
SERVICE CHARTER IMPACTS:  
– COMMUNITY OUTREACH & CONSULTATION

No complaints on postal outlet closures / relocations.  
(89 complaints investigated in 2009 on retail office closures)

2010 – TOP TEN NATIONAL  
10. REGISTERED MAIL

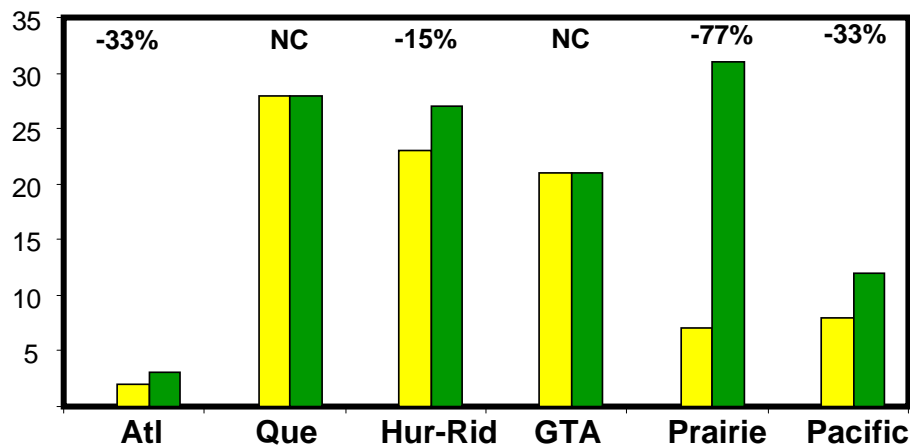


Total cases investigated: 2567  
Registered mail: 89 or 3% of all complaints investigated



Outbound product: 24% of cases investigated

- **Loss** of item: 47% ( 42 ) of all registered mail complaints.
- In 2009, loss of item represented 53% of all registered mail complaints.



# CANADIAN POSTAL SERVICE CHARTER: SUMMARY OF IMPACTS INVESTIGATED



<b>Frequent &amp; Reliable Delivery</b>	<p><i><b>Frequency</b></i> <i><b>5x week</b></i></p> <p><b>9 complaints investigated</b> - 9 with corrective action</p>	<p><i><b>Reliability -</b></i> <i><b>LM service standards</b></i></p> <p><b>12 complaints investigated</b> - 3 complaints supported CPC - 9 complaints with corrective action</p>	<b>Total</b> <b>21</b>	<b>Support CPC</b> <b>3</b> 14%
<b>Convenient Access to Postal Services</b>	<p><i><b>Access to</b></i> <i><b>street letterboxes</b></i></p> <p><b>9 complaints investigated</b> - 7 complaints supported CPC - 2 complaints with corrective action</p>	<p><i><b>Location of</b></i> <i><b>postal outlet</b></i></p> <p><b>7 complaints investigated</b> - 7 complaints supported CPC</p>	<b>16</b>	<b>14</b> 87%
<b>Secure Delivery</b>	<p><i><b>Privacy and security risks</b></i></p> <p><b>193 complaints investigated on lettermail misdelivery</b> - 2 complaints supported CPC - 191 complaints with corrective action</p> <p><b>10 complaints investigated on lost Xpresspost – passport/visa</b> - 10 complaints with corrective action</p>		<b>203</b>	<b>2</b> 1%
<b>Community Outreach and Consultation</b>	<p><i><b>Changes in delivery mode</b></i></p> <p><b>22 complaints investigated on rural mail delivery changes</b> - 13 complaints supported CPC - 9 complaints with corrective action</p>		<b>22</b>	<b>13</b> 59%
<b>Responding to Complaints</b>	<p><i><b>Complaint resolution process</b></i></p> <p><b>95 complaints – customer access to Contact Centres</b> - All complaints were escalated to Canada Post Customer Service for resolution</p>		<b>95</b>	<b>0</b>
<b>14% of all investigations are related to the Service Charter expectations</b>			<b>357</b>	<b>32 / 9%</b>

# THE CUSTOMER EXPERIENCE: OUR SERVICE PROMISE TO CUSTOMERS - TIMELINESS



## TIMELINESS PERFORMANCE

**TRIAGE PROCESS**  
effective April 2010

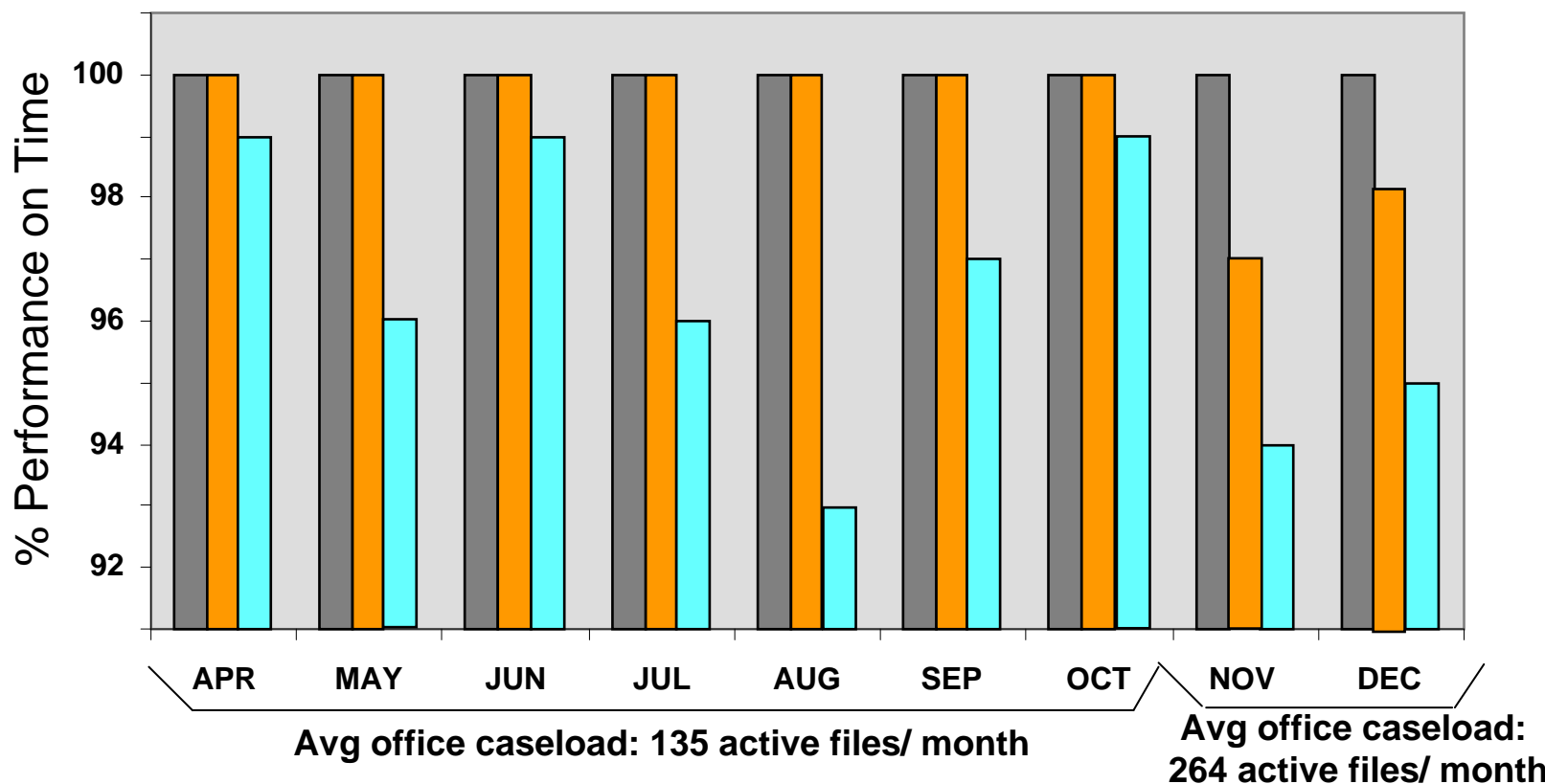
■ P1 cases - 10 days: 100%

■ P2 cases - 8 days: 99%

■ P3 cases - 20 days: 96%

→ 2 cases closed within 10 days

→ 34 cases closed within 25 days





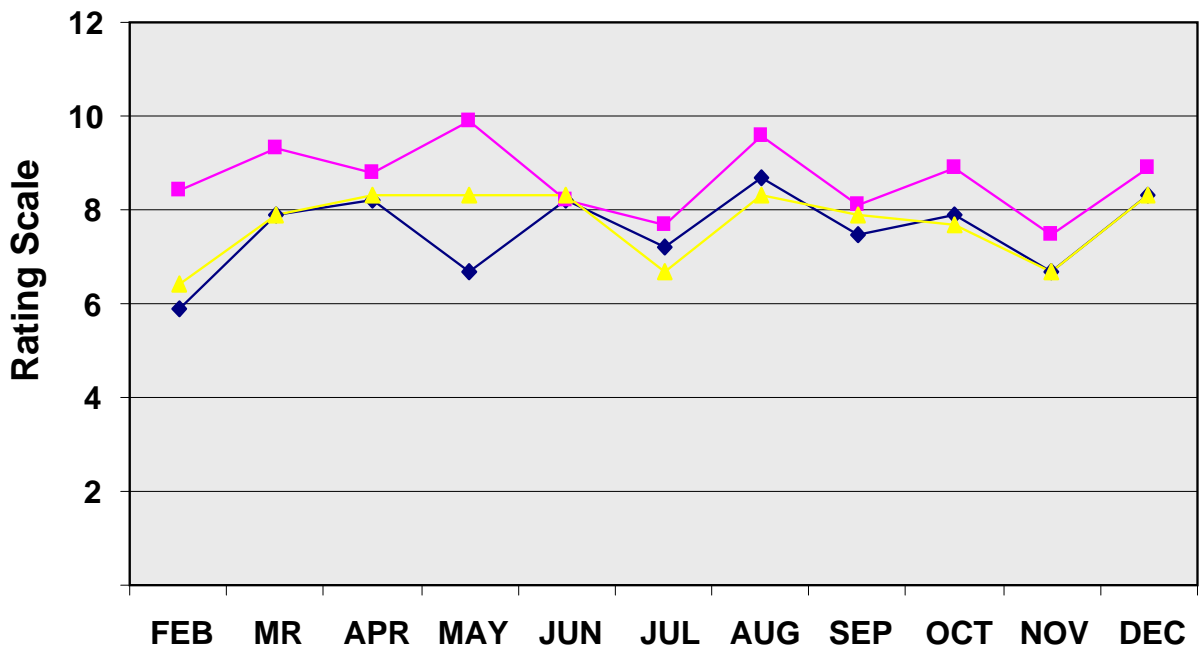
**THE CUSTOMER EXPERIENCE:  
HOW CUSTOMERS RATE THEIR EXPERIENCE IN DEALING WITH US**



**LIKELIHOOD  
RECOMMEND**

**We met our 3% improvement target!**

**7.7/10**



**CASE  
MANAGER**

**8.7/10**

**OVERALL  
EXPERIENCE**

**7.8/10**

- Case Manager
- ▲— Overall experience
- ◆— Likelihood to recommend

## THE CUSTOMER EXPERIENCE: “ IN THEIR OWN WORDS “



“Thank you so much for all you have done on our behalf. We now get our mail and our bills are up to date. We are very satisfied with your prompt attention and speedy results”.

“It’s individual efforts from people like you that really make a difference in our lives. Thank you so much”.

“I am writing about your case manager’s extraordinary service. He personally ensured that my mail would be redirected to my new address. When I was told that this was mission impossible, he refused to give up and continued to fight on my behalf. I am ever so grateful to him for his efforts that went above and beyond the call of duty to ensure my customer satisfaction – while I was frustrated for over two months when my mail was being held hostage at my old address.”

“It was very nice of you to take the time to solve this small value issue. Your service is really ACE – Above Customer Expectations. I am a loyal customer of Canada Post and ship around 150 packages annually. I will certainly stay with Canada Post in the future”.

“Nous avons reçu le remboursement de Postes Canada et nous sommes plus que satisfaits du service que vous nous avez offert. Continuez le merveilleux travail.”