

FY21 - Customer Experience (CX) Index

Customer Experience - Delivery

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
76.22	78.75	81.28	83.80	86.33	86.47	86.61	86.76	86.90	87.04

Customer Experience - C360 Rate

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
34.59	39.69	44.80	49.90	55.00	55.72	56.43	57.15	57.86	58.58

Customer Experience - C360 Imp

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
-3.84	-0.38	3.08	6.54	10.00	15.99	21.98	27.98	33.97	39.96

Customer Experience - BSN

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
96.27	96.50	96.74	96.97	97.20	97.40	97.60	97.80	98.00	98.20

Customer Experience - BMEU

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
95.77	96.01	96.25	96.49	96.73	96.85	96.97	97.09	97.22	97.34

Customer Experience- POS

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
84.18	85.74	87.30	88.86	90.42	91.01	91.60	92.18	92.77	93.36

Customer Experience - CCC

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
45.00	48.76	52.52	56.27	60.03	63.02	66.02	69.01	72.01	75.00

Customer Experience- USPS.com

Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
56.00	60.35	64.71	69.06	73.41	75.93	78.45	80.96	83.48	86.00

Description

The customer experience measurement for USPS is referred to as Customer Experience (CX), and the Customer Experience - Index is its compensable composite metric. The Customer Experience - Index is a weighted multi-channel customer driven measurement based on the customer survey questions below. Each component survey question of the Customer Experience - Index is scored on a scale of 1 – 6, with 1 being very dissatisfied and 6 being very satisfied. The overall satisfaction metric for each of the component surveys is calculated as the percentage of responses that score 5 or 6 (mostly to very satisfied) out of all respondents who answered the question. Each of these scores results in a Cell Block Value for a component survey. All Cell Block values are then proportionally weighted and aggregated, and the resulting aggregate makes up the overall Customer Experience - Index.

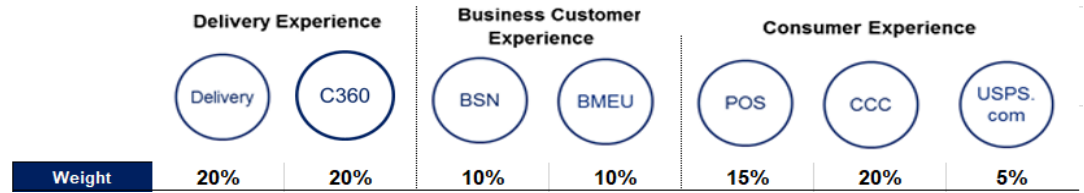
In addition to the Customer Experience - Index being on every scorecard in NPA, four parts of this indicator also appear as parts of the compensable HQ Functional Effectiveness indicator for the CCMO. They are Customer Experience - BSN, Customer Experience - BMEU, Customer Experience - CCC and Customer Experience - USPS.com

Measurement Period

This performance indicator will be measured across each month and cumulative scores will be reported as Year-To-Date (YTD) results leading to an annual score.

Data Source and Calculation

Source	–	Extract from CX database maintained by the survey vendors, InMoment (formerly Maritz) and Medallia provided to NPA.
Indicator Value	–	Weighted Cell Block Value of overall Customer Satisfaction with USPS
Decimal Precision	–	Two decimals on each Survey score, zero decimals for final averaged Index Cell
Business Rule	–	Proportional Weights for CX Index (final Cell):



The cell for each of the seven components of the customer experience indicator is weighted proportionally and aggregated. The aggregate value is the Customer Experience - Index final cell.

Below is an example of how to calculate the Customer Experience - Index score using hypothetical scores

Step 1: Calculate each of the individual component part Cells (including C360 average)

CX Index						
Survey	Survey Scores	Resulting Cell		Weight		Towards CX Index Cell
Delivery	84.96%	5	x	20%	=	1
C360 Rate	37.50%	2				
C360 Imp	10.65%	6				
C360 Avg	N/A	4	x	20%	=	0.8
BSN	95.15%	3	x	10%	=	0.3
BMEU	95.33%	7	x	10%	=	0.7
POS	91.02%	8	x	15%	=	1.2
CCC	45.28%	3	x	20%	=	0.6
USPS.Com	57.54%	2	x	5%	=	0.1
(Total Before Rounding)						4.7
CX - Index						5

Step 2: Multiply cell block value by Proportional Weight amounts for each component survey.

Step 3: Aggregate the results and round to zero decimals (final Cell for Index)

CX Components / Surveys

1. **Delivery:** The Delivery survey measures customers' level of satisfaction with the receipt of mail and packages to residential and small/medium business customers. Randomly selected customers are mailed letters inviting them to complete a survey online or over the phone.

Survey Question: Thinking about your overall experience with receiving mail and/or packages delivered by USPS recently, how satisfied are you?

Weight towards calculation (based on depth): 20% (lowest level measured = District)

2. **Customer 360 (C360):** Based on customers whose case has been closed and who provided an email address. Customers who only provided a phone number are offered an outbound call. The C360 survey measures customer satisfaction, and the year to date satisfaction when compared to Same-Period-Last-Year, which is called the Improvement Rate. The Overall C360 score is a composite score of the C360 Overall satisfaction score (50% of Overall C360 score) and the C360 Improvement Rate as compared to the same period last year (50% of Overall C360 score). Improvement Rate will be applied only if it helps the overall cell block score.

Survey Question: Overall, how satisfied are you with the quality of service you received in response to the issue?

Weight towards calculation (based on depth): 20% (lowest level measured = MPOO)

OSAT Score: $\left(\frac{\text{Number of Respondents in the Top 2 Box for Overall Satisfaction}}{\text{Total Number of Respondents Answering the OSAT Question}} \right)$

Improvement Rate: $\left(\frac{\text{YTD Current FY OSAT} - \text{YTD Prior FY OSAT}}{\text{YTD Prior FY OSAT}} \right) \times 100$

3. **Business Service Network (BSN):** Based on accounts in Panorama USPS' CRM database that have opened a service request and responded to a survey through an email invitation. The BSN survey is an event based survey which measures the customer's level of overall satisfaction with their BSN experience. BSN is measured at the National and Area depths only, and District BSN scores are for the entire Area

Survey Question: How satisfied are you with the overall experience provided by the Business Service Network?

Weight towards calculation (based on depth): 10% (lowest level measured = Area)

4. **Business Mail Entry Unit (BMEU):** Based on commercial mailers who produce and finalize a postage statement at BMEU. Survey is distributed to customers via email every 30 days. The survey is designed to measure customer satisfaction and customer opinion of BMEU employees, the service they received, and areas of improvement. BMEU is measured at the National and Area depths only, and District BMEU scores are for the entire Area.

Survey Question: Overall, how satisfied were you with your experience at the Business Mail Entry Unit (BMEU)?

Weight towards calculation (based on depth): 10% (lowest level measured = Area)

CX Components/Surveys Cont'd

5. **Point of Sale (POS):** Based on retail customers who conduct transactions at USPS locations with retail equipment and respond to a survey. The retail survey is an event-based customer satisfaction survey which measures the customers experience at retail locations. Survey respondents opt-in to an online or phone survey using information printed on their point-of-sale register receipt or eReceipt.

Survey Question: Thinking about this visit to the Post Office, overall, how satisfied were you?

Weight towards calculation (based on depth): 15% (lowest level measured = MPOO)

6. **Customer Care Center (CCC):** Based on customers who end their call to the USPS Care Center on the IVR (Interactive Voice Response) system or Live Agent (LA). Invitations are offered over the phone to all customers who call the USPS Customer Care Center toll free number. The CCC survey measures customers' level of satisfaction of their experience with the contact center agent or USPS automated system.

Survey Questions:

Please tell us how satisfied you were with the overall experience provided by the contact center, with 6 being very satisfied and 1 being very dissatisfied. (Live Agent)

Please tell us how satisfied you were with the overall experience provided by the USPS automated system, with 6 being very satisfied and 1 being very dissatisfied. (IVR)

Weight towards calculation (based on depth): 20% (lowest level measured = National)

7. **USPS.com:** Based on USPS customers who visit the USPS.com website. The survey is randomly offered to 2% of desktop, mobile device, or tablet users who visit USPS.com and click through 3 or more pages. The survey is designed to evaluate and track customer satisfaction with the website, their purpose of visit, whether or not the customer was able to complete their task, and opinion with various elements on the website.

Survey Question: How satisfied are you with the overall experience provided by the USPS.com website?

Weight towards calculation (based on depth): 5% (lowest level measured = National)

Data Validation

CX scores can be validated at: <http://blue.usps.gov/caweb/cesa/customer-insights-2.htm>

Once in the page, each portion can be validated using the tabs across the top, then modifying the date range

Applicable Positions / Units, Measurement Depth and Weight:

Scorecard Name	Depth	Weight	Total Weight Towards Composite
Area Retail Delivery and Marketing	Area	7.5%	7.5%
District Retail Delivery and Marketing	District	7.5%	7.5%
MPOO	MPOO	7.5%	7.5%
Post Office 22 or above	MPOO	7.5%	7.5%
Post Office 21-20	MPOO	7.5%	7.5%
Post Office 18 or below	MPOO	7.5%	7.5%
Stations or Branch (MCS/SCS) - PCES & 26	MPOO	7.5%	7.5%
Region Logistics	Region	7.5%	7.5%
Region Processing and Maintenance	Region	7.5%	7.5%
Division Logistics	Division	7.5%	7.5%
Division Processing and Maintenance	Division	7.5%	7.5%
ISC	Nation	7.5%	7.5%
REC	Nation	7.5%	7.5%
Plant	Division	7.5%	7.5%
HQ CCBSO	Nation	7.5%	7.5%
HQ CCMO	Nation	7.5%	7.5%
HQ CFO	Nation	7.5%	7.5%
HQ CHRO	Nation	7.5%	7.5%
HQ CIO	Nation	7.5%	7.5%
HQ CTO	Nation	7.5%	7.5%
HQ GC	Nation	7.5%	7.5%