

JUN 20 2023

LABOR RELATIONS



June 15, 2023

Mr. Ivan D. Butts
President
National Association of Postal Supervisors
1727 King St., STE 400
Alexandria, VA 22314-2753

Certified Mail Tracking Number:
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Dear Ivan:

As a matter of general interest, Retail Experience has developed a new Customer Display Unit – Quick Retail Survey (CDU-QRS) for customer completion after a sales transaction. The goal of this survey is to reinforce the Postal brand and provide a world-class experience for our customers. This survey will not replace the Point of Sale (POS) Survey but will provide instant feedback from customers.

The survey will consist of three rotating questions displayed on the CDU for five seconds, the rotation will be per customer and per Retail Service System (RSS) terminal. The three rotating questions are:

- How was your overall experience?
- Were you treated with courtesy?
- Was the Retail Associate knowledgeable about postal products and services?

Each response will have the option to choose one of the following scores:

- A red face is a score of a 1, indicating the customer was dissatisfied.
- A yellow face is a score of a 2, indicating the customer was neutral, neither satisfied nor dissatisfied.
- A green face is a score of a 3, indicating the customer was satisfied.

If a customer does not respond to the survey, the score will be a zero however, it will have no effect on the overall score for the office.

The CDU-QRS will be conducted at 40 pilot sites listed below by District and Office Name from July 1 through September 29:

- Maryland (MD) District:
 - Cresaptown Post Office, Cumberland, MD
 - Ft. Mead Post Office, Fort George G Meade, MD
 - Frostburg Post Office, Frostburg, MD
 - North College Park Post Office, College Park, MD
 - Oakland Post Office, Oakland, MD
 - Ocean City Post Office, Ocean City, MD
 - Thurmont Post Office, Thurmont, MD
 - Havre De Grace Post Office, Havre De Grace, MD
 - Forest Hill Post Office, Forest Hill, MD
 - Lavale Branch Post Office, Cumberland, MD
 - Temple Andrews Air Force Base Post Office, JB Andrews, MD
 - Legion Avenue Post Office, Annapolis, MD

- Mountain Lake Park Post Office, Oakland, MD
 - Eastport Post Office, Annapolis, MD
 - Mount Rainier Post Office, Mount Rainier, MD
 - Saint Charles Post Office, Waldorf, MD
 - College Park Post Office, College Park, MD
 - Linthicum Heights Post Office, Linthicum Heights, MD
 - Aberdeen Post Office, Aberdeen, MD
 - Laurel Retail Post Office, Laurel, MD
- Texas 1 (TX) District:
 - University Station Post Office, Dallas, TX
 - Preston Royal Post Office, Dallas, TX
 - Francisco Pancho-Medrano Post Office, Dallas, TX
 - White Rock Post Office, Dallas, TX
 - Preston Post Office, Dallas, TX
 - Northlake Finance Post Office, Dallas, TX
 - Caesar Clark Post Office, Dallas, TX
 - Prestonwood Post Office, Dallas, TX
 - Oaklawn Post Office, Dallas, TX
 - Parkdale Post Office, Dallas, TX
 - Juanita Craft Post Office, Dallas, TX
 - Downtown Dallas Post Office, Dallas, TX
 - Pleasant Grove Post Office, Dallas, TX
 - Farmers Post Office, Dallas, TX
 - Northwest Post Office, Dallas, TX
 - Lakewood Post Office, Dallas, TX
 - Vickery Post Office, Dallas, TX
 - Richland Post Office, Dallas, TX
 - Station A Dallas Post Office, Dallas, TX
 - Mockingbird Finance Post Office, Dallas, TX

Enclosed is a copy of the service talk, *Customer Display Unit - Quick Retail Survey (CDU-QRS)*.

Please contact Dion Mealy at 202-507-0193 if you have any questions concerning this matter.

Sincerely,



Shannon Richardson
Director
Contract Administration (APWU)

Enclosure

Customer Display Unit – Quick Retail Survey (CDU-QRS)

To gain a better understanding of how customers perceive our service, Retail Experience has implemented a CDU-Quick Retail Survey (CDU-QRS). Surveys will consist of three rotating questions on the customer display unit after a retail visit. The survey question will rotate per customer and per RSS terminal and will display on the CDU for five seconds.

Each response provided by our customers will have a score of 1, 2 or 3 associated with it. The red face is equivalent to a score of 1 – Dissatisfied; the yellow face is equivalent to a score of 2 – Neutral; and the green face is equivalent to a score of 3 – Satisfied. If customers do not select a response to the question, it will time out and the score will be zero. Zero responses will not have an effect on the score of the office. The CDU-QRS surveys will be conducted at 40 pilot sites in Dallas and Maryland districts from July 1, through September 29.

The CDU-QRS will not replace the POS (Point of Sale) Survey but will enable our customers to provide instant feedback that will serve as an informative tool for improvement opportunities as well as recognizing excellent customer service. Currently for the month of April 2023, our National POS Survey score is 86.6 percent with an NPA (National Performance Assessment) goal of 87.46 percent.

The three rotating questions will be:

How was your overall experience?

Were you treated with courtesy?

Was the Retail Associate knowledgeable about postal products and services?

Our goal in Retail Experience is to reinforce the USPS brand and provide a world-class experience for our customers. Thank you for achieving that goal with your exemplary customer service.

