



SLOVENSKI STANDARD SIST-TS CEN/TS 15511:2008

01-julij-2008

Poštne storitve - Kakovost storitve - Informacije o poštnih storitvah

Postal services - Quality of service - Information available on postal services

Postalische Dienstleistungen - Dienstqualität - Verfügbare Informationen über postalische Dienstleistungen

Services postaux - Qualité de service - Information disponible sur les services postaux

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Poštne storitve

Postal services

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English Version

Postal services - Quality of service - Information available on postal services

Services postaux - Qualité de service - Information
disponible sur les services postaux

Postalische Dienstleistungen - Dienstqualität - Verfügbare
Informationen über postalische Dienstleistungen

This Technical Specification (CEN/TS) was approved by CEN on 10 December 2007 for provisional application.

The period of validity of this CEN/TS is limited initially to three years. After two years the members of CEN will be requested to submit their comments, particularly on the question whether the CEN/TS can be converted into a European Standard.

CEN members are required to announce the existence of this CEN/TS in the same way as for an EN and to make the CEN/TS available promptly at national level in an appropriate form. It is permissible to keep conflicting national standards in force (in parallel to the CEN/TS) until the final decision about the possible conversion of the CEN/TS into an EN is reached.

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EUROPÄISCHES KOMITEE FÜR NORMUNG

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Foreword

This document (CEN/TS 15511:2008) has been prepared by Technical Committee CEN/TC 331 "Postal Services", the secretariat of which is held by NEN.

According to the CEN/CENELEC Internal Regulations, the national standards organizations of the following countries are bound to announce this CEN Technical Specification: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.

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Introduction

In applying the European postal directives (97/67/CE and 2002/39/CE), standards regarding the quality of service are to be set and published in relation to the universal services. With the development of the internal market, these standards aim to ensure a better quality of universal services in Europe.

In this context, a project team was mandated (mandate M/312) by the European commission to develop a European standard or standards relating to the quality of access to postal services and to the quality of postal delivery. The work item was under the control of CEN Technical Committee 331. A report was produced by the project team which identified information availability with regard to access and delivery as a priority for standard development.

The intention of this document is to provide a measurement methodology to assess information availability using a desk research and a Mystery Shopper Approach. This document does not intend to impose service commitments.

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1 Scope

In applying the European postal directives (97/67/CE and 2002/39/CE), standards regarding the quality of service are to be set and published in relation to the universal services. With the development of the internal market, these standards aim to ensure a better quality of universal services in Europe.

In this context, a project team was mandated (mandate M/312) by the European commission to develop a European standard or standards relating to the quality of access to postal services and to the quality of postal delivery. The work item was under the control of CEN technical committee 331. A report was produced by the project team which identified information availability with regard to access and delivery as a priority for standard development.

This Technical Specification is intended to provide a measurement methodology to assess information availability using desk research and a Mystery Shopper Approach. The Technical Specification does not intend to impose service commitments.

Information is considered to be one of the key steps in accessing postal services and postal users need to have information available on the proposed services as well as the applicable conditions for access. Increasing the level of information available will inevitably reduce complaints, resulting in improved customer satisfaction and higher overall customer loyalty.

2 Normative References

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN ISO 9001, *Quality management systems - Requirements* (ISO 9001:2000)

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EN ISO 9004, *Quality management systems - Guidelines for performance improvements* (ISO 9004:2000)

ISO 3534-1:2006 *Statistics – Vocabulary and symbols – Part 1: General statistical terms and terms used in probability*

ISO 10005, *Quality management systems – Guidelines for quality plans*

ISO 10007, *Quality management systems – Guidelines for configuration management*

ISO 19011, *Guidelines for quality and/or environmental management systems auditing*

International Chamber of Commerce / ESOMAR International Code of Marketing and Social Research Practice, with attachments

3 Terms and definitions

3.1

access point

place where postal service is available

3.2

audit

systematic and independent examination to determine whether activities and related results comply with planned arrangements and whether these arrangements are implemented effectively, and are suitable to achieve objectives

[EN ISO 9000, Quality audit]

3.3**census data**

official statistical data provided by national or European statistical authority

3.4**characteristic**

property that helps to identify or differentiate between items of a given population

NOTE The characteristics may be either quantitative – by variables, or qualitative – by attributes [ISO 3534-1].

3.5**compensation**

redress given by a service provider to a complainant

3.6**confidence interval**

see ISO 3534-1:2006 (def 1.28)

3.7**discriminant characteristics**

characteristics affecting an outcome

3.8**full range of Universal Postal Service**

postal services as defined at national level that shall be provided by the universal service provider(s) to all users independent of their geographical location. For the scope of this Technical Specification “full range of universal postal service” is restricted to those services connected to the induction of mail. Delivery and/or sorting services are not included

3.9**independent performance monitoring organisation**

body charged with monitoring the QoS according to the methodology specified in this Technical Specification and which body is external to, and having no links of ownership or control with the postal service provider thus monitored

3.10**Information**

set of messages that are created or received for a predefined purpose

3.11**information channel**

medium for distribution or obtaining information

3.12**mobile postal outlet**

outlet by means of a vehicle moving from one location to another with predictable opening hours at fixed stationary points

3.13**mystery shopper**

person pretending to be a customer in order to collect information for measuring purposes

3.14**opening hours**

hours of business, when open to the public

3.15**postal outlet**

Post Office or shop where universal postal service is provided

3.16

pickup point

place where the customer can collect postal items

3.17

pillar box

receptacle for the posting of mail

3.18

population density

numbers of inhabitants per defined geographical area

3.19

quality of service (QoS)

totality of characteristics of a service that bear on its ability to satisfy stated and implied needs of the customer

3.20

QoS indicator

measure for the quality of service

3.21

QoS result

findings from quality of service measurements

3.22

complaint and redress procedure

procedure for handling complaints

3.23

sample design

design to draw one or more sampling units from a population with the intention to provide information on the population

3.24

service commitments

undertaking by the operator to fulfil the service

3.25

service requirement

criteria to be fulfilled by the customer to avail of services

3.26

stratification

division of a population into mutually exclusive and exhaustive subpopulations (called strata) which are thought to be more homogeneous with respect to the characteristics investigated than the total population

[ISO 3534-1:2006]

3.27

universal service provider (USP)

postal operator providing full universal postal service

3.28

weight

value to compensate for the difference between the distribution of characteristics in the sample compared to the actual characteristics of the population

4 Availability of information as a QoS Indicator

4.1 General

The range of topics that a Universal Service Provider (USP) should cover in its information policy relates to the universal service, to include information on opening hours and complaint and redress procedures.

The availability of distinct business information shall not be part of this Technical Specification, since business solutions and services are, in general, not part of the universal service obligation but regulated by a business contract between the business customer and the postal operator.

The above set of chosen indicators shall consider the following topics:

What information can be assessed without the necessity to go to a postal outlet (via Internet, Telephone etc.)?

When several information channels are tested simultaneously, it shall be verified if the information collected at a given access-point is:

Complete with regard to the services that are supposed to be available.

Complete with regard to the terms & conditions of the services offered.

Consistent with regard to all sources of information available.

At least one source shall be the official version of the operator's information

4.2 Structural Characteristics

4.2.1 General

In clause 4.3 all quality indicators are listed, differentiated by the topics for which the customer seeks information. For each topic detailed information is given on the defining characteristics of the quality measures that are laid out in this Technical Specification.

These defining characteristics are:

- *type of access point* the information relates to,
- *type of information channel* that is used,
- *type of information* that is sought after and
- *type of quality of service indicator* that shall be used.

The quality indicators that are used in the measurement shall be defined:

- Before setting up the sample design.
- As accurately as possible using the above characteristics.
- Also with regard to the handling of special cases like empty data, incorrect data or partial data.

All aspects of measurement as set out in the following clauses shall only be included into the measurement if they apply in the country of measurement.

4.2.2 A: Type of Access Point

The type of access point indicates to which organisational postal unit (post office, pillar box etc.) the information relates that has been made available by the operator and that has to be measured concerning its availability. The availability shall always be viewed in the context of the access point for which the customer seeks information.

The types of access point may differ from country to country. As such there may be fewer or more as stated in section 4.3 in this Technical Specification.

An important subgroup of all postal access points is that which comprises the **full range of universal postal service**. Full range of universal postal service is defined at national level as the set of universal postal services that shall be provided by the universal service provider(s) to all users irrespective of their geographical location.

For the scope of this Technical Specification "full range of universal postal service" is restricted to those services connected to the induction of mail.

4.2.3 B: Type of Information Channel

The operator may use a variety of different information channels. The measurement shall assess all formal sources of information related to universal services, which are detailed in section 4.3.

The type of information that needs to be assessed may differ depending on the channel used. The results that are derived from the measurement shall be differentiated by the agreed types of access points.

For different information channels the type of information that needs to be assessed may differ from channel to channel.

4.2.4 C: Type of Information

[SIST-TS CEN/TS 15511:2008](https://standards.iteh.ai/catalog/standards/sist/39a75b84-b185-423c-bfae-cb36cf8e11-2008)

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The type of information collected forms the basis of the measurement.

Paragraph C of clause 4.3 defines the type of information that the mystery shopper shall collect.

4.2.5 D: Type of Indicator

The type of quality indicator defines the numerical representation of the quality that is derived from the measurement results.

In most cases these indicators are *percentages* that give the proportion of the sample at which the type of information was available. On single root information channels such as the website or the national telephone-hotline of the postal operator, the availability can be assessed generally by desk research and the result shall be reported in a simple Yes/No manner.

4.3 Quality Indicators

4.3.1 Address of a Postal Access Point

A1 Type of Access Point

- Access point with full range of universal postal service¹.

¹ It is not relevant if the access point offering full universal services is run by the operator himself or by local private service providers, which run the universal services under a commercial contract with the operator. Likewise special access points for businesses like business post offices or meter boxes are included and treated equally as long as they provide universal services to their customers.