

Swiss Post has satisfied business and private customers

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More than half the customers surveyed state that they are very satisfied with the range of products and services offered by Swiss Post. Swiss Post staff continue to receive the best scores thanks to their friendliness and personal advice. While customers rate the range of services offered slightly higher than last year, they see potential for improvement mainly in pricing, and more generally in problem-solving. On the whole, customers rate Swiss Post's individual business units very positively, with scores between 74 and 86 points.

The 15,000 private customers surveyed are satisfied with Swiss Post's units, rating them at between 74 and 86 points. With 86 points, the Post Offices & Sales unit achieves the highest levels of satisfaction. Customers specifically emphasize the high degree of reliability, as well as the friendly, professional and committed service. They regard problem-solving as the area with the most potential for improvement.

PostFinance receives 80 points once again this year. Private customers particularly value the simplicity of the services, although they still see room for improvement in the provision of information on products and services. At 74 points, PostBus is rated just as highly as the previous year by commuters, who praise the drivers above all, but would like better value for money. Generally speaking, leisure passengers come to the same conclusion, although they rate PostBus services much higher than commuters, with a total score of 81 points.

The roughly 8,000 business customers surveyed – responsible for the bulk of the Group's turnover – rated the services offered and the quality of the individual units at between 78 and 83 points. This is slightly higher than in the previous year. The Swiss Post Solutions unit gained four points, as customers rated the service and the handling of customer enquiries more positively. The services provided by the Post Offices & Sales unit are also awarded 83 points. For the third year running, customers rate national letter mail with 79 points, while satisfaction with international letter mail increased to 79 points. With 78 points, Swiss Post's logistics partner, PostLogistics, is rated higher than the previous year.

Delivery quality gets excellent marks again

In a separate survey of 13,000 private recipient customers throughout Switzerland, Swiss Post also asked how satisfied they are with delivery quality. Customers were asked for their views on correct, complete and undamaged deliveries, the conduct and appearance of delivery staff, and the management of P.O. Box facilities. Delivery quality again receives an excellent 91 points this year – the tenth time running it has exceeded 90 points.

Results at a glance:

Customer satisfaction	2016	2015
Swiss Post Group	80	80
PostMail, business customers	79	79
PostLogistics, business customers	78	77
PostFinance, business customers	78	79
Swiss Post Solutions, business customers - Switzerland	83	79
PostMail Mail International, business customers - Switzerland	79	77
Post Offices & Sales, business customers	83	82
Postal agencies - SMEs	--*	80
PostFinance, private customers	80	80
Post Offices & Sales, private customers	86	87
PostBus, commuters	74	74
PostBus, leisure travellers	81	83
Home delivery service, private customers	--*	84
Postal agencies, private customers	--*	79

*Data only collected every two years.

Recipient customer index	2016	2015
Overall delivery quality (recipient customer index)	91	91

Customer satisfaction surveys conducted for nearly 20 years

To obtain a Group-wide and representative picture of customer satisfaction, Swiss Post has had annual surveys of around 23,000 private and business customers conducted by an independent research institute for the past 18 years. The information collected includes both customer views on satisfaction with Swiss Post in general and on specific topics such as the range of products and

services, customer contact, customer advisors, prices, problem solving and communication. Customer satisfaction is divided into three categories: very satisfied for values equal to and above 80 points, satisfied for values between 65 and 79 points, and unsatisfied for values below 65 points. The survey allows Swiss Post

to obtain feedback from customers on the quality of its services and to improve continually.

Source: [Swiss Post](#)