

V1 PostCom Mail Incentive Survey 2023

1. What is your company's name (optional)

2. Please identify the organization or company who supplied this survey.

3. Which industry vertical best describes your company?

Mark only one oval.

- Financial services
- Health care
- Telecommunications
- Publishing
- Catalog retail
- Retail
- Non-profit Organization
- Other: _____

4. Which best describes your company's primary focus

Mark only one oval.

- Mail owner
- Mail service provider
- Association
- Printing
- Logistics
- Software
- Shipper/consolidator
- Consultant
- Other: _____

5. What is your company's estimated annual postal service business?

Mark only one oval.

- <\$5 million
- \$5M - \$10M
- \$10M - \$30M
- \$30M - \$100M
- >\$100M

6. Please indicate which postal product(s) you use most (limit 3)

Check all that apply.

- First-Class Mail letters
- First-Class Mail flats
- Periodicals
- Marketing Mail letters (Regular or Nonprofit)
- Saturation/HD letters (Regular or Nonprofit)
- Marketing Mail flats (Regular or Nonprofit)
- Carrier Route flats (Regular or Nonprofit)
- Saturation/HD flats
- Other: _____

7. Which best describes your role within your company?

Mark only one oval.

- Postal affairs
- Operations/production
- Administration
- General management
- Marketing/sales
- Owner/CEO
- Other: _____

8. Which of the following industry events do you participate in?

Check all that apply.

- Mailers Technical Advisory Committee (MTAC)
- Postal Customer Council (PCC)
- National Postal Forum
- Areas Inspiring Mail (AIM)
- Other: _____

Pricing/rate supplement

In order to help us understand the magnitude of the volume impact of recent developments in rate setting, please answer the following questions to the best of your ability

9. In response to increasing postage rates over the last two years, please indicate which of the following actions your company has taken?

Mark only one oval.

- Reducing mail volumes
- Accelerating efforts to convert customers to online transactions
- Changing our offers/contract terms
- Decreasing shipment frequency
- No change
- Not applicable

10. How do you expect the July 9 rate increase to impact the quantity of mail sent by your company?

Mark only one oval per row.

	Increase by more than 5%	Increase by less than 5%	Neither increase nor decrease	Decrease by less than 5%	Decrease by more than 5%	Other
First-Class Mail volume will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing Mail volume will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Periodicals volume will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Package services volume will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. If the Postal Service offers a reduced rate for 2024 mail volumes that exceed 2023 levels, how do you think your company's mailing plans would change?

Mark only one oval.

- We would raise volumes to qualify for reduced rates
- Our plans would not change
- Other: _____

12. In the absence of an incentive for growth, how do you expect your company's mail volume to change during the next year?

Mark only one oval.

- +5% or more
- +2.5%
- Unchanged
- 2.5%
- 5%
- 7.5%
- 10% or more

13. Please estimate the % discount necessary for your company to consider increasing its postage budget for next year?

Mark only one oval.

- 5%
- 7.5%
- 10%
- 12.5%
- 15%
- 17.5%
- 20% or more

14. Which form of discount is most likely to result in additional mail usage?

Mark only one oval.

- Rebate paid quarterly or annually
- Reduced rate at time of mailing once threshold is met

15. Please share any other thoughts you have on what kinds of rate incentives would motivate your company to increase use of the mail.

Other incentive ideas

For each of the possible pricing ideas listed below, please rate according to how likely you believe your company would be to make use of it. (1= not likely, 5= very likely)

16. Reduced rate above customized threshold.

Mark only one oval.

Not at all likely

1

2

3

4

5

Extremely likely

17. Deferred payment (e.g. 30 days net)

Mark only one oval.

Not at all likely

1

2

3

4

5

Extremely likely

18. Prospecting rate

Mark only one oval.

Not at all likely

1

2

3

4

5

Extremely likely

19. The ability to "lock in" rates for an extended period in exchange for volume commitments... i.e. "forever" commercial rates

Mark only one oval.

Not at all likely

1

2

3

4

5

Extremely likely

20. If you were able to prepare Marketing Mail more than 90 days in advance heading into peak mail season, would that allow you to submit more mail volume?

Mark only one oval.

Yes

No

Maybe

21. Seasonal discount based on vertical-specific demand

Mark only one oval.

Not at all likely

1

2

3

4

5

Extremely likely

22. If you have other suggestions for incentives, please share below.

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