

Looking

Ahead

Part two of our annual survey allows respondents to rank the carriers' performance, give their insight on national issues and more!

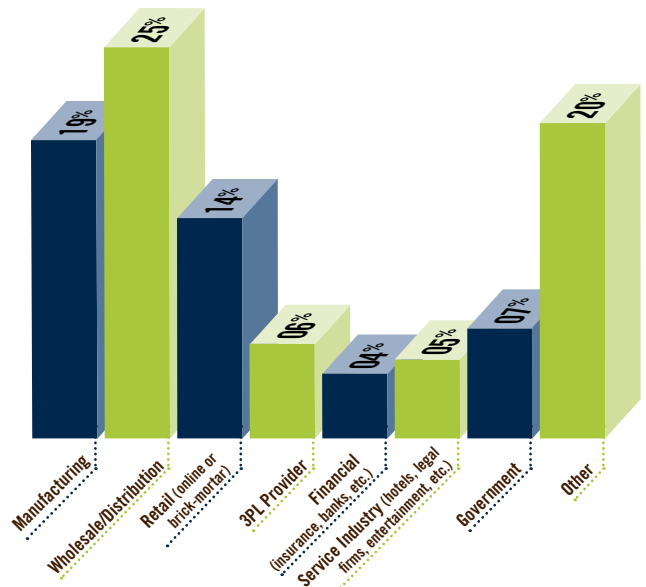
— By Amanda Armendariz —

A BREAKDOWN OF THE RESPONDENTS

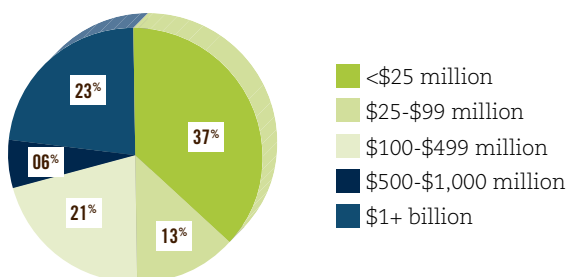
Which best describes your position?

- 64%** You manage or supervise some part of the parcel process in a company that ships parcels.
- 08%** You work for a company which sells products or services to companies that ship parcels.
- 12%** You work for a transportation company (FedEx, DHL Global Mail, UPS, USPS, regional carrier, etc.)
- 04%** You work for a company that provides third-party logistics services (warehousing, fulfillment) that ships parcels.
- 05%** You are a consultant within the logistics industry.
- 05%** You are otherwise allied to the parcel industry.

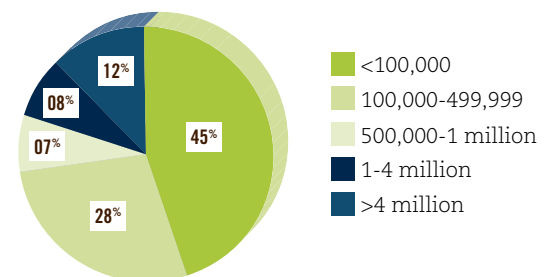
Company Type



Company's annual sales/revenue



Annual volume of outbound parcels



This survey always seems to be a draw for many of our readers; I think part of it has to do with the fact that it allows them to rate their carriers' performance. After all, who doesn't like to give their opinions on things that affect them? I know I do; no comment card in a store or restaurant is safe from my pen. I have opinions, and I'm not afraid to share them. It appears that many of our readers are the same way. What is interesting about these results, though, is that people seem eager to share both the good and the bad. I recall reading something during a marketing class in college; the author said that people will share a positive experience with approximately three people, while they'll share a negative one with approximately nine. Yes, folks, we are three times as likely to complain about

a product, service or company (and let others know about our complaints!) than we are to share a positive story about the same item. So one might think that perhaps the people who are drawn to answering these surveys are those who want to share their negative experiences, but that doesn't really seem to be the case. Oh, sure, people let us know when they're unhappy with someone (almost a full fifth of our respondents rates UPS' on-time delivery as "poor," for example), but I thought it was interesting that many, many people ranked the carriers' customer service, on-time delivery performance, etc. as "good" or "excellent." Even with those rate increases rearing their ugly heads come January, people still seem satisfied with the Big Two, overall.

PART ONE: RATE THE CARRIERS

Within the past 12 months for domestic shipping:

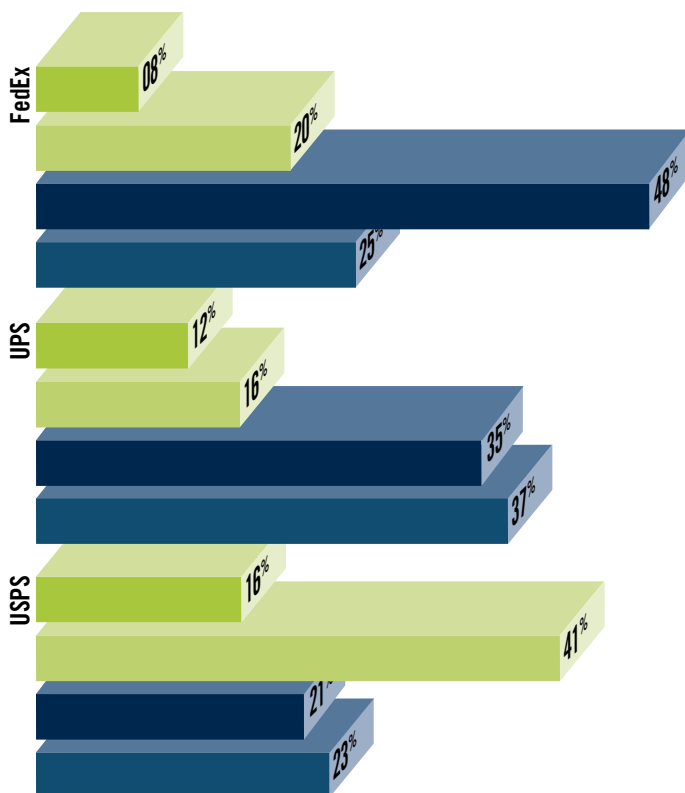
72%
of our respondents used FedEx

82%
have used UPS

63%
have used the USPS

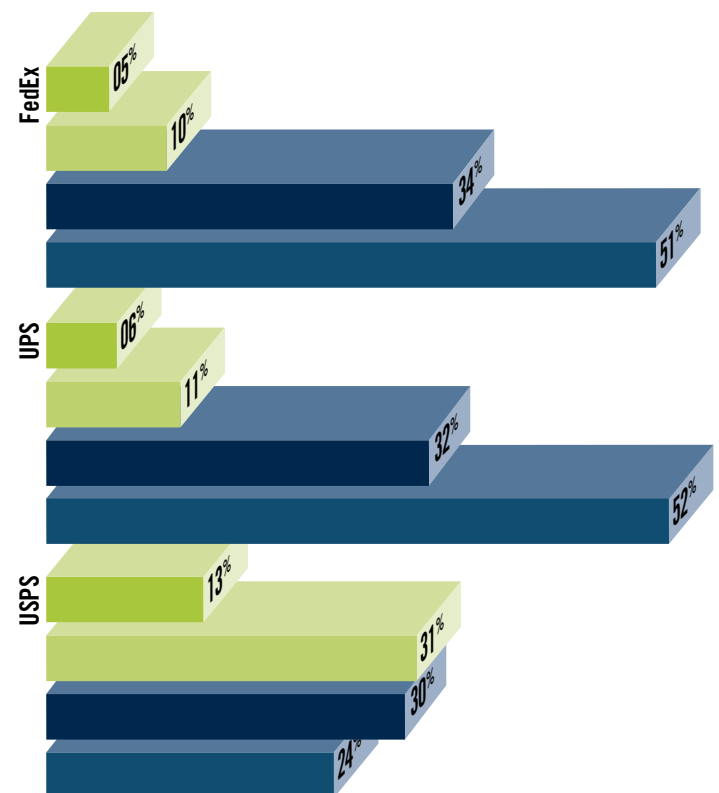
Customer Service

■ Poor ■ Fair ■ Good ■ Excellent

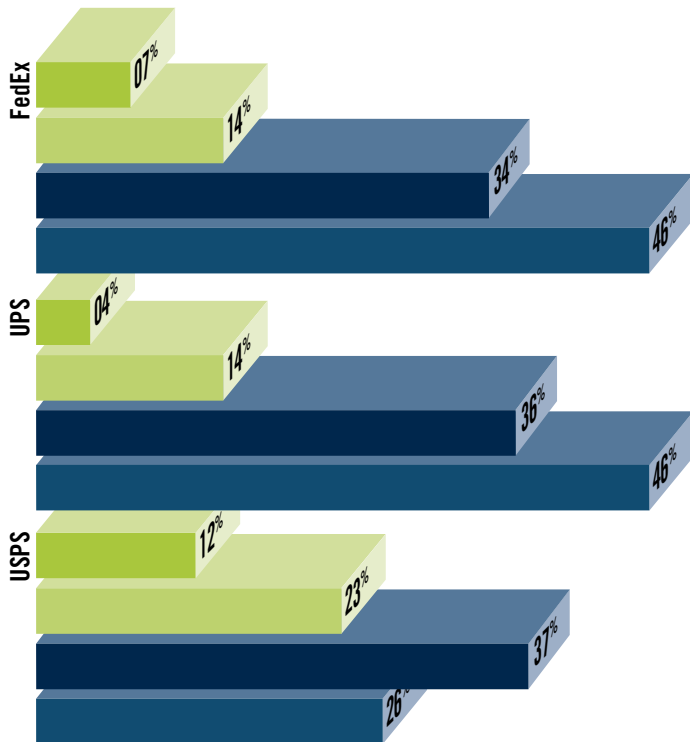


On-Time Service Performance

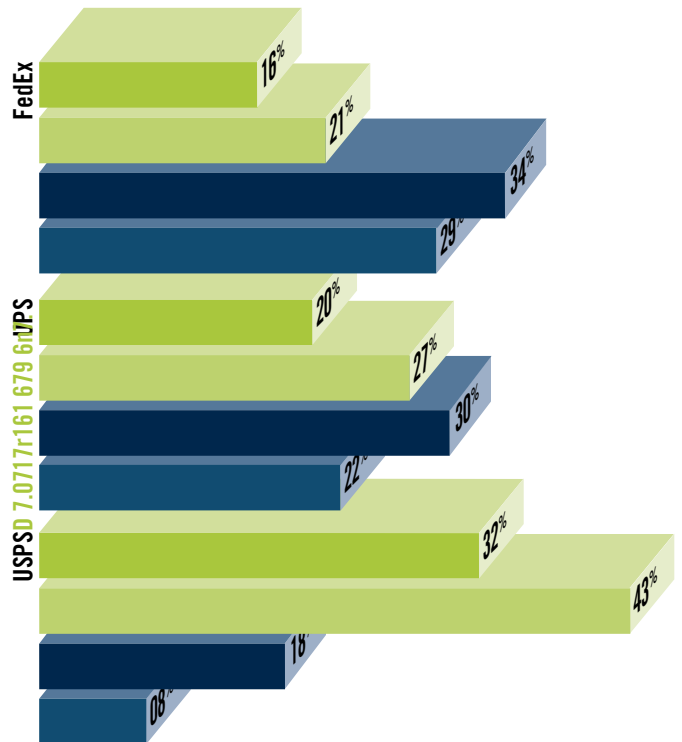
■ Poor ■ Fair ■ Good ■ Excellent



Delivery Performance (Package Handling, Driver Courtesy)



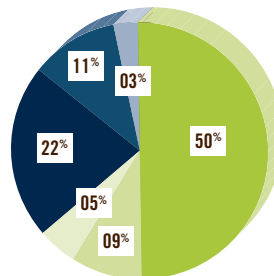
Refunds for Late Delivery



PART TWO: YOUR OPINIONS ON IMPORTANT ISSUES

Which statement best describes your opinion on the U.S. Postal Service eliminating Saturday delivery?

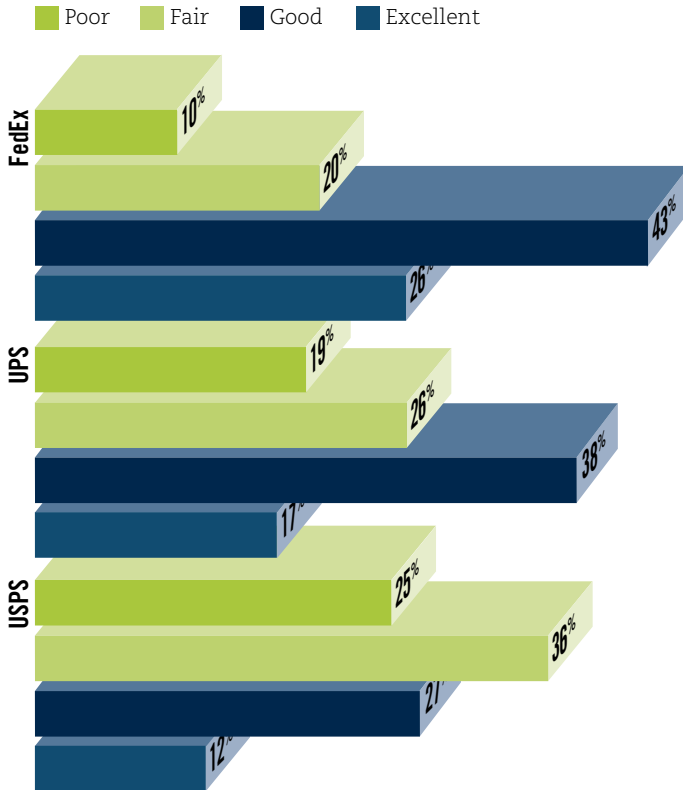
If you have modified your PRIMARY carrier in 2011, what statement that best describes your reason for changing?



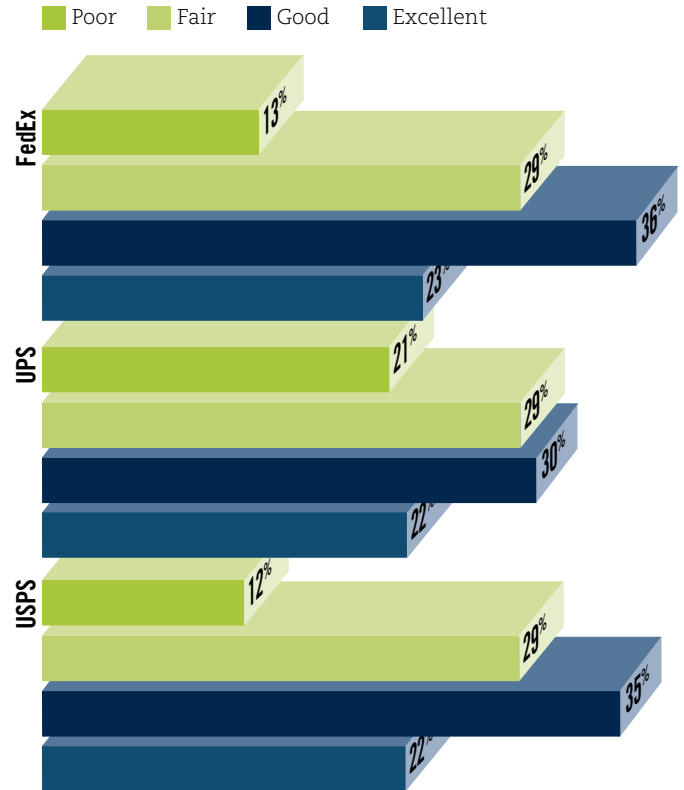
It's interesting to note that almost half of our respondents believe that ending Saturday delivery would have no effect on their parcel delivery needs; perhaps that is because they use the USPS on a less frequent basis than the Big Two.

A full 50% of our respondents needed to achieve better pricing and thus switched carriers — I suppose that the healthy competition that our respondents referenced in the following chart has some truth to it!

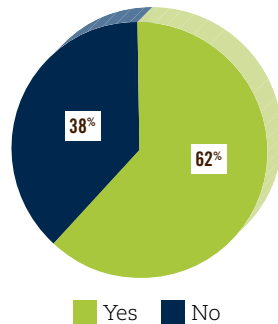
Claims Processing



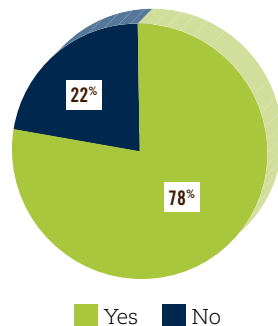
Pricing (published rates for service levels, willingness/fairness of negotiations)



Do you think that there is enough competition in the parcel delivery market to keep pricing reasonable and service good?



Do you think that the cost of transportation will be a greater percentage of gross company revenue in 5 years than it currently is?



The top three biggest complaints about the company's primary carrier were:

- 1 Accessorial Charges
- 2 Pricing
- 3 Fuel Surcharges



Miss part one of our annual survey? Scan this QR code to see the survey results instantly!