

Point of Sale (POS) Survey Initiative

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Recently the USPS started printing a URL (Uniform Resource Locator) on the bottom of the customer receipts. A Uniform Resource Locator (URL) is the global address of documents and other resources on the World Wide Web. Management wants our customers to do the online survey to collect feedback from our customers on their Postal Experience.

The questions will cover:

- Overall satisfaction with the local Post Office visit
- Knowledge, courtesy and attitude
- Wait time in line

They also want the SSA's to circle the URL at the bottom of the receipt and encourage the customers to participate. They claim that the survey results will only be used to help build customer loyalty, to increase revenue and to grow our business. Can anyone figure out and explain to me how they can achieve this with an online survey? I can't.

If you look at a little section on the stand up talk sheet that they passed around for no one to read (it was just taped on the wall by the window), you will see this: "By drawing the customers attention to the survey website, we can increase the RESPONSE rate and gain ACTIONABLE feedback to help the organization improve. I highlighted the 2 words that really tell the story.

- RESPONSE=numbers=\$\$\$\$=Bonuses for management
- ACTIONABLE=Discipline=Grievances

Management only uses numbers when it comes time for their bonuses. They never care about service or customers. Only their pay for performance or whatever they call their many bonuses these days. If they really cared about customer service, they would properly staff the A/O's and Plants.

I fear the word ACTIONABLE only for the reason that I know management will attempt, let me repeat, attempt to use the survey to issue discipline. I say attempt because the APWU and your local officers and stewards will have none of this. I have had supervisors attempt to issue discipline for the mystery shop in the past,

and fail miserably. I will be calling the national to find out their take on this issue I can only guess that management will issue discipline to SSA's based on the customers' complaints and try to tell us that it is not related to the Mystery shop.

Also I can only imagine at what management will try to do with this information. If it's anything like the V.O.E. (Voice of the Employee) Survey, they will take and twist the information and try to use it against us at contract talks next year.