

Grow your business by proving how good your delivery network is AND get the data to improve it further!



What are they?

At Kantar, we have run best-in-class transit times measures for some of the biggest postal operators in the world for over 30 years. All our measurements adhere to strict international standards (CEN EN 13850:2020 among others) and are developed around each client's specific needs.

Generally, volunteers are recruited across a country to post and receive test letters/parcels, which pass anonymously through the postal network. Upon posting and receipt, key information is collected (either from panelists or our state-of-the-art technology). The dataset is then rigorously analysed for logical coherence and that it adheres to expected boundaries on item, panelist and area levels.

In many of our surveys, RFID, GPS-tagging, automatic date/time capture, and last mile readers are used to increase visibility, improve accuracy of the data, and the speed at which we can report it – down to hours in some cases! This means our measurements can identify, in near real-time, the specific cause of delay and improving validation.

"Kantar have provided rigorous measurements, working to international standards and best practices, collaborating with Royal Mail directly to satisfy auditors and regulators. Being long term partners, Kantar have constantly innovated, developed tools and techniques, and helped Royal Mail by providing data and insight to meet regulatory requirements and drive business improvements."

Andrew Hopper, Head of Regulatory Interface, Royal Mail Group

Why do it?

Our clients run these measurements for many reasons:

- Regulatory requirements
- To prove their quality to potential customers
- Visibility to answer customer queries about network performance
- Validating the operational data collected during processing

Each measurement has bespoke deliverables aimed at supporting key business goals (both commercial and regulatory) but they all ultimately aim at one thing: to demonstrate the quality of service delivered by the operator and give data to manage and improve it!

And making the most out of it!

Transit time measures create a large amount of data!

At Kantar, we work with our clients to ensure they are getting the most out of every aspect of their measurement. From utilizing our best-in-class analytics teams to derive insight, to employing the panel on adhoc data collection tasks such as representative surveys on staff compliance with protocol (e.g. parcel delivery protocol) or additional tasks such as mystery shopping your post offices.

We use as much operational data as possible to identify anomalies in the measurement. When we bring new datasets in (such as walk completions, collections and delivery scans, collection times) our clients find we improve that dataset in addition to the accuracy of the measurement! We do this through comparing and clarifying anomalies in both datasets – keeping everything understand constant review.

And, finally we ensure that the data we collect gets to the decision makers in your business and that they have the support they need to understand and act on the data! Our consultancy in this regard comes second-to-none!

Come and speak to us about how we can improve your measurement now!