

25 February 2011

Dear Customer

Improving the Customer Experience (ICE) – A Response to Customer Feedback

We wrote to all our customers in June 2010 to invite them to participate in a review of the mail supply chain and to explore how their experience of the Access service could be improved.

The review finished in November 2010 and we would like to thank all the customers who participated. We have evaluated the feedback and the attached report 'Improving the Customer Experience (ICE) – A Response to Customer Feedback' provides our analysis of the issues raised. The report explains the:

- process which was followed;
- most important issues for our customers;
- key improvement opportunities; and
- outline plan to implement these changes.

The review forms part of our continuous programme of improvements as we seek to ensure that Access services keep pace with the market and continue to provide an efficient and effective medium for targeted communications. With this in mind we would like to continue to work with you on the specific issues raised within the report. To ensure that the required improvements are properly incorporated in the mail supply chain going forward, we would be really grateful for your ongoing input to our proposed consultations.

If you would like to discuss this report and our proposed improvement workplan further then please don't hesitate to e-mail at sophie.davidson@royalmail.com or call me on 07715 480652.

Yours sincerely,

Sophie Davidson
Head of Strategic Projects