

postwatch

Zonal Pricing

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Why?

- Why now?
- Why in this way?
- Why at this price?
- Why at this cost?
- Why at all?

Customer Issues

- Small businesses
- Charities
- Local Authorities
- Government
- Londoners
- Rural dwellers

Customer Issues

- Publishers
- Bulk mailers
- Mail order
- Mailing houses

Market issues

- Universal Service Obligation (USO)
- Volume decline/end-to-end
- Arbitrage/switch
- Other media
- Haste, post PiP
- Price curve

Technical Issues

- Zone boundaries
- Software
- Royal Mail Door to Door

S.W.O.T

Strengths -

- Cost reflective
- Revenue neutral

S.W.O.T

Weaknesses -

- No customer demand
- Zone anomalies
- Haste

S.W.O.T

Threats -

- Universal Service Obligation (USO)
- Rural volumes
- Switch business

S.W.O.T

Opportunities -

- Competitor switch
- Medium switch
- Annoy customers

Don't!

- Don't do it
- If you do it, delay it
- If you delay it, check prices
- If check prices, redo zones
- If redo zones, give software free!

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Respect the customer