

2024 Quality of Service performance report

Published May 2025

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1. Summary

Reflecting global postal trends, 2024 marked a year of continued decline in mail volumes delivered in Jersey, with an 8.87% reduction compared to 2023. Jersey Post exceeded all formal quality targets set by our regulator, the JCRA. Customers saw a positive impact on quality of service as a result of Jersey Post's initiative to use GPS trackers to monitor transit times to identify and address delivery issues in the UK, working closely with Royal Mail. This improvement was also evidenced in our Customer Survey results, with a 7% improvement in satisfaction of our local on island service versus last year and 21% improvement in the off-island service when sending to the UK. Customer complaints remained static in numbers however mis-delivery complaints saw an increase year-on-year. This report outlines a summary of service levels, challenges and actions taken that impacted the results.

2. Background

On 27 February 2024, the JCRA granted a new 10 year Class II Licence to Jersey Post. Alongside the new licence, the JCRA introduced refined reporting requirements and updated Quality of Service targets.

Jersey Post's Quality of Service (Q of S) is independently measured by Spectos, which monitors delivery times for sample mail items posted and received by a dedicated group of panellists.

3. Letter volumes 2024

Reflecting global postal trends, 2024 saw a continued decline in mail volumes delivered in Jersey, with an 8.87% reduction compared to the same period (January to November) in 2023. In contrast, parcel volumes increased by 7.47%. This ongoing shift from mail to parcel delivery has required further structural and operational adjustments within the organisation.

4. Our regulated performance

Jersey Post are required to meet the following targets:-

Jersey - Jersey	Inbound mail processed for delivery	Outward despatch
Day of despatch + 2 day	Day of Jersey Post receipt + 1 day	Day of Jersey Post receipt + 1 day
96.8%	97.3%	96.9%
Target: 95%	Target: 90%	Target: 90%

Jersey Post worked to understand service issues when sending and receiving mail to the UK by implementing tracker devices to measure transit time. These trackers provided detailed insights into each step of our mail's journey. Jersey Post worked closely with Royal Mail to identify and address areas for improvement in the UK and make timely adjustments. As a result, both inbound and outbound mail benefited from delivery time improvements.

Although Royal Mail's own domestic Spectos First-Class performance stood at 74.7% against a 93% target in 2024, the proactive exchange of data between Jersey Post and Royal Mail enabled Royal Mail to make the necessary improvements in mail processing.

5. Additional independent measures

Jersey Post also collects supplementary data to gain a more comprehensive view of operational performance. This includes test items measured across Inter Island and UK routes, as well as internal tracking of inbound transit times.

Jersey - Guernsey	Guernsey - Jersey	UK – Jersey	Jersey – UK
Day of despatch + 3 days	Day of despatch + 3 days	Day of despatch + 3 days	Day of despatch + 3 days
96.5%	81.5%	69.7%	62.1%

5.1 Mail posted in the UK for delivery on Jersey

A clear improvement has been observed since the middle of the year as a result of Jersey Post working closely with Royal Mail to enhance processing and transit times.

A key development in 2024 was the use of GPS trackers to monitor mail movement between the UK and Jersey. These devices provided real-time insights into transit delays and processing bottlenecks, helping identify logistical challenges and enabling targeted improvements.

Mail posted through UK Post Offices or Post Boxes may have experienced delays reflecting broader UK service issues frequently reported in the national press. However, once items arrive in Jersey, they are processed and delivered without delay.

Jersey Post has no formal target set by our regulator in place for this route.

	Day of despatch + 3 days	Number of test items
2024	UK-JE	
January	46.2%	277
February	69.2%	211
March	68.1%	210
April	42.0%	181
May	64.2%	212
June	64.8%	233
July	71.8%	411
August	83.4%	355
September	70.1%	495
October	73.5%	739
November	80.3%	542
Annual Average	69.7%	3,866

5.2 Mail posted in Jersey for delivery in the UK

Similar to our work on inbound mail, we continue to collaborate with Royal Mail to improve outbound services. A notable improvement has been observed since the beginning of the year, partly due to switching our accepting mail centre in the UK from the Superhub to the South Midlands Mail Centre.

We anticipate that further improvements in delivery times may be achieved if Royal Mail's domestic service performance continues to strengthen.

	Day of despatch + 3 days	Number of test items
2024	JE-UK	
January	23.5%	196
February	31.8%	201
March	56.9%	130
April	64.4%	205
May	71.6%	176
June	72.7%	154
July	74.5%	196
August	72.2%	133
September	73.7%	99
October	75.3%	158
November	83.1%	166
Annual Average	62.1%	1,814

6. IVAS routes journeys see quicker journeys

Jersey Post also monitored transit times for outbound mail sent via the Import VAT Accounting Scheme (IVAS) route (which delivers items directly to selected Royal Mail sorting centres) and the NON-IVAS route (where outbound mail travels to Heathrow International LC for customs clearance). Clearance times can be inconsistent, causing delivery delays.

The data collected provided comprehensive insights into shipping processes. All IVAS mail was initially directed to Royal Mail's Superhub. Once we analysed the tracker data, the mail was routed through the South Midlands Mail Centre and achieved faster processing and shorter delivery times.

The tracker programme provided valuable evidence for refining our mailing routes. While the outbound mail provided data for IVAS and NON-IVAS routes, we also recorded data for returning trackers back to Jersey (inward mail). By year-end, IVAS route journeys saw an annual average delivery time of 2.51 day. Meanwhile, the NON-IVAS route averaged 4.46 days across the year, evidencing the additional day required for UK customs processes to take effect.

For the UK to Jersey route, items took on average of 3.77 days to be delivered over the year. These initial findings have already influenced operational decisions and will continue to shape future service enhancements.

7. Customer complaints

2,439 customer complaints were recorded from January to November 2024 (compared to 2,437 in 2023).

The table provides a breakdown of complaints by category in 2024 for mail and parcels from January to November.

	Total	% of Total
Misdelivery	1,387	56.9%
SD failure	580	23.7%
Complaint DO	104	4.3%
Other process	86	3.5%
Redirection failure	84	3.4%
Track & Trace	68	2.8%
Bell not rung	50	2.1%
Damage	19	0.8%
Item left unauthorised	19	0.8%
Parcel locker failure	14	0.6%
Redelivery failure	7	0.3%
Text & Collect failure	7	0.3%
Other Serious incident	6	0.2%
Other service	5	0.2%
Retention failure	3	0.1%
Total Complaints	2,439	

Misdelivery continues to dominate with 56.9% of total complaints. As in previous years, unfamiliarity with delivery routes, often due to staff sickness or overtime coverage, remains a leading cause. “Bell Not Rung” decreased by 26%, reflecting improvements in delivery officer training. Track & Trace complaints fell 76%, suggesting that customers encountered fewer issues tracing their items.

As part of our drive to improve the customer experience and minimise SecureDrop failures and mis-deliveries, Jersey Post installed over 6,000 eTags devices across the island’s parishes. These tags help ensure accurate scanning and proof of delivery, reducing the risk of items being placed at the wrong location.

We continue to reinforce training and communication for delivery officers covering delivery routes, aiming to reduce misdeliveries and maintain better signature accuracy.

8. Customer Survey results

It is great to see that an improvement in the Quality of Service has been noticed by our customers and reflected in the improved scores.

	Good and very good	
	2024 results	2023 results
How do you rate Jersey Post's local on-island delivery service?	84%	77%
How do you rate your off-island experience, sending to the UK?	55%	34%
How do you rate your off-island experience, sending to Guernsey?	n/a*	29%
Jersey Post delivers all letters and parcels Mon to Fri, with parcels on Sat mornings. How do you rate this level of service?	82%	n/a*
What is your priority for the island's postal service?	49% - Reliable service, 29% Customer service	40% - A 5 day a week delivery service
Responses	3,506	3,991

*Note: *The list of priorities was not the same for both years, hence different questions asked in 2023 and 2024.*

To encourage an increase in survey responses, Jersey Post increased prizes to three £100 Amazon vouchers and 20 prizes of £25 worth of stamps in 2024 (versus three £100 Amazon vouchers in 2023). Despite this, we continued to see a decline in engagement with 3,506 responses versus 3,991 in 2023 and 5,641 in 2022.