How to Improve Courier Service Quality in Northwest China?

Gao Aixiong, China
Present Situation

Fast expanding courier market

Courier Market in Northwest

Uneffective stimulation from Postal Regulator

Dissatisfying courier service quality
What is Regulator Doing?
-- Concerning service quality

- Co-inspection
- Handling Complaints
- On site inspection

Courier Service Quality
Why not do more?

- Insufficient capital support
- It is not the regulation focus in the present
- Lack of civil servants specializing in courier market
- Courier association is not functioning well
How to Improve Courier Service Quality in Northwest China?
Option One: Constructing its own inspection team

**Advantage**
- Increase checking frequency

**Disadvantages**
- Consume too much money
- Corruption
- Disapproval
**Option Two:**
Heavily Punish Service below Standard

<table>
<thead>
<tr>
<th>Adantage</th>
<th>Disavantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Service standard is necessary</td>
<td>■ Service below standard is still welcomed</td>
</tr>
<tr>
<td></td>
<td>■ Difficult in identifying conducts below standard</td>
</tr>
</tbody>
</table>
Option Three: Ranking couriers & publicize the list

<table>
<thead>
<tr>
<th>Adantages</th>
<th>Disavantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Doing both: rewarding and punishing</td>
<td>■ Ranking may not be objective.</td>
</tr>
<tr>
<td>■ less money and time investment</td>
<td></td>
</tr>
</tbody>
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My Proposal

Ranking courier companies and publize the list to stimulate quality improvement.