

Private Panellist Guide

Participating in the Unaddressed Mail study

Thank you for your participation in the Unaddressed Mail study.

The aim of this study is to measure Royal Mail's performance in delivering unaddressed mail. The results of this study allow Royal Mail to improve the service it provides to homes, businesses and communities across the UK.

[This guide explains step by step what to do when taking part in the Unaddressed Mail study.](#)

We recommend that you download this PDF to your desktop for easy access.

General information

- Whilst you are posting or receiving test items or during your rest period, you can also participate in the Unaddressed Mail study to earn extra reward points.
- You will be notified of an upcoming participation period via the Mailagents app.
- Your task is to accurately report the receipt or non-receipt of **unaddressed mail** items on each day from Monday to Saturday.
- These items can be **leaflets, coupons, brochures, envelopes, product samples**, etc.
- Each participation period will last for **5 weeks**. You will report on items due to be delivered to you in the first 3 weeks and will then participate for a further two weeks to report items received late or not received at all. During these 5 weeks, you should be available and not plan to be absent.
- It is possible that unaddressed mail items may be delivered in the week **before** the due delivery week, so you will need to start looking out for items and noting their receipt a week before the survey starts.
- Check the mail thoroughly for unaddressed mail that may have been tucked, placed or folded inside other mail.

- Please let us know if you have applied to Royal Mail to stop receiving unaddressed mail, or if you have put a sign on the door saying "No junk mail" or similar.
- Inform everyone in your household that you are taking part in this survey and therefore no unaddressed mail should be thrown away.
- You will receive **300 reward points** upon the successful completion of a participation period.
- Please remember to **never** disclose to Royal Mail employees that you are participating in the study.

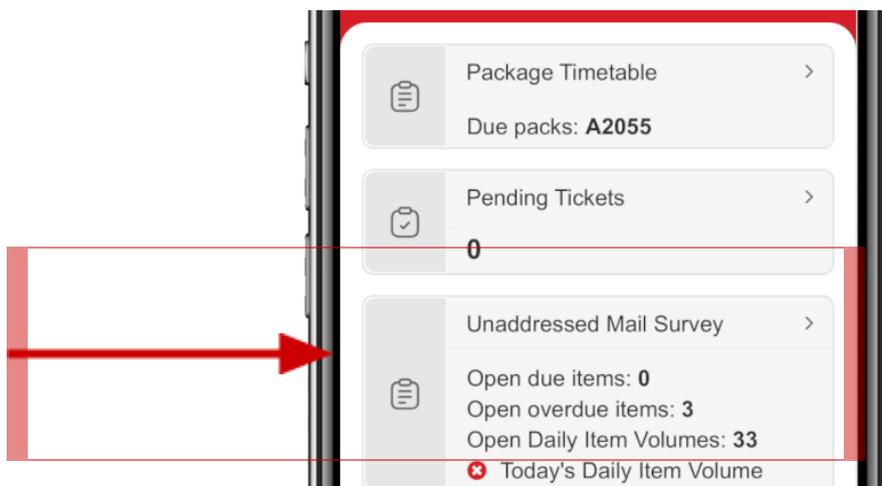


In addition, feel free to watch our video on this topic.
Simply click on the following link:
['Participating in the Unaddressed Mail Survey'](#)

What will you have to do?

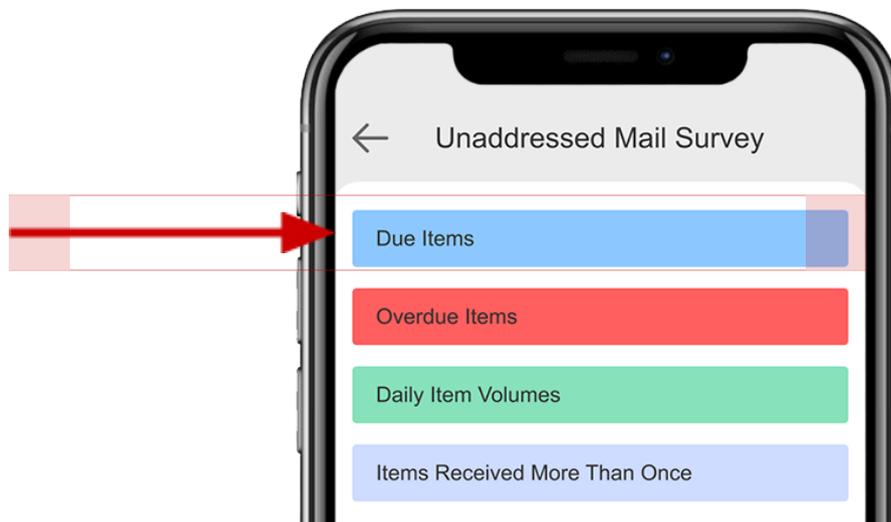
1.

Check the start page of the Mailagents app to see if there are any open tasks for you to complete. Click on the 'Unaddressed Mail Survey' widget to open the main page of the survey:



2.

On the main page of the survey, open the '**Due Items**' section:



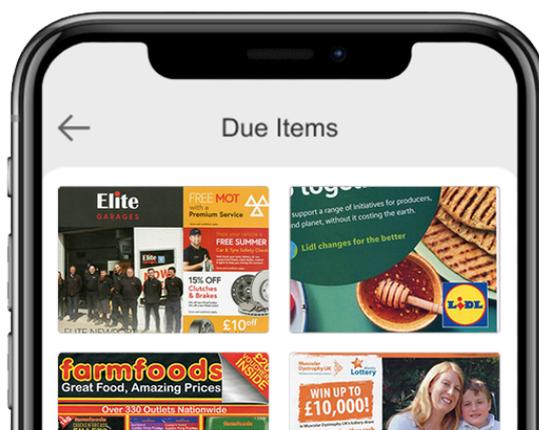
*Please note that image variations are possible due to regular app updates.

3.

'Due Items'

On the Monday of each due delivery week, images of the items you are due to receive in that week will be uploaded to the app and will then be shown on the screen. To zoom in to an image, click on the top right corner of the image.

Tap on each image to record the receipt of that item:



*Please note that image variations are possible due to regular app updates.

4.

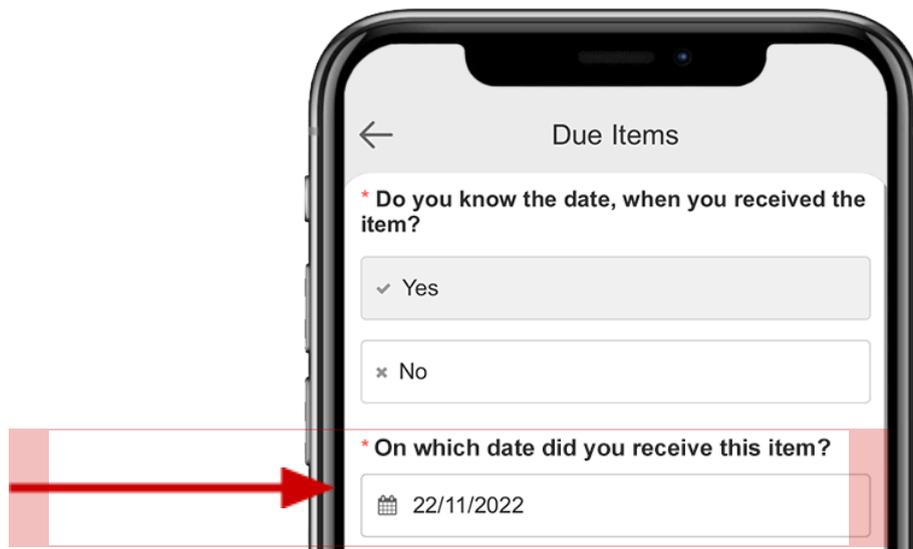
'Due Items'

When you record an item as delivered, you must enter the following information in the app:

- Date of delivery
- Format of the item
- The way the item was delivered
- Whether you took any commercial actions after receiving the item

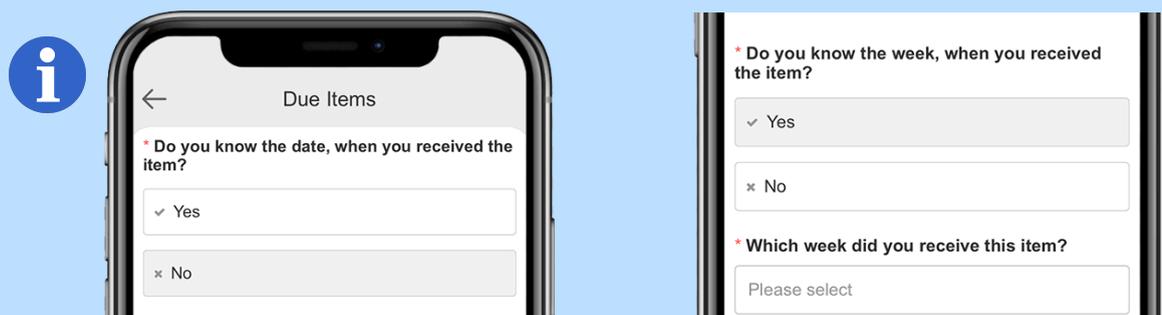
4.1. Date of delivery and format of the item

Enter the **date of delivery** for the item in the app:

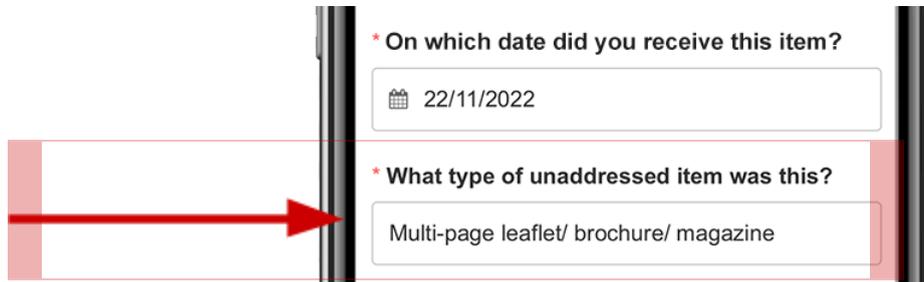


*Please note that image variations are possible due to regular app updates.

Please note: Never guess the date of receipt of an item. If you are unsure of the actual delivery date, but know the week in which the item was delivered, record the week of delivery. Otherwise, select 'No' for the question 'Do you know the week, when you received the item' as shown below:



Then enter the **format** of each item:



* On which date did you receive this item?

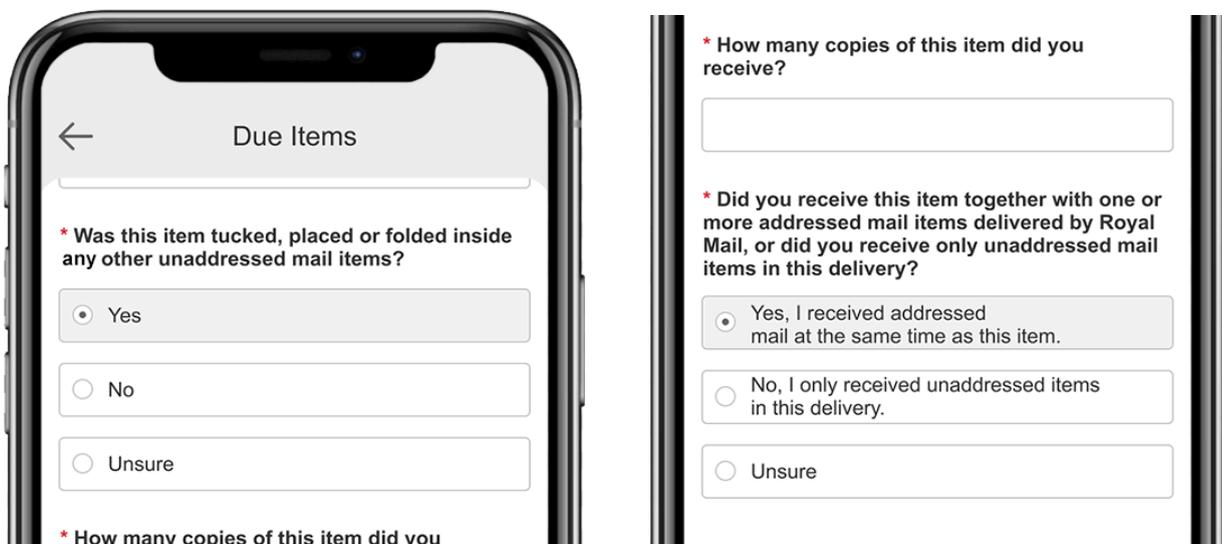
* What type of unaddressed item was this?

*Please note that image variations are possible due to regular app updates.

4.2. The way the item was delivered

Answer each of the questions regarding the way the item was delivered:

- **Was it tucked, placed or folded inside** other unaddressed mail items?
- Did you receive **more than one copy** of the item in the **same delivery**?
- **Was it delivered together with** any **addressed mail items**?



← Due Items

* Was this item tucked, placed or folded inside any other unaddressed mail items?

Yes

No

Unsure

* How many copies of this item did you receive?

* Did you receive this item together with one or more addressed mail items delivered by Royal Mail, or did you receive only unaddressed mail items in this delivery?

Yes, I received addressed mail at the same time as this item.

No, I only received unaddressed items in this delivery.

Unsure

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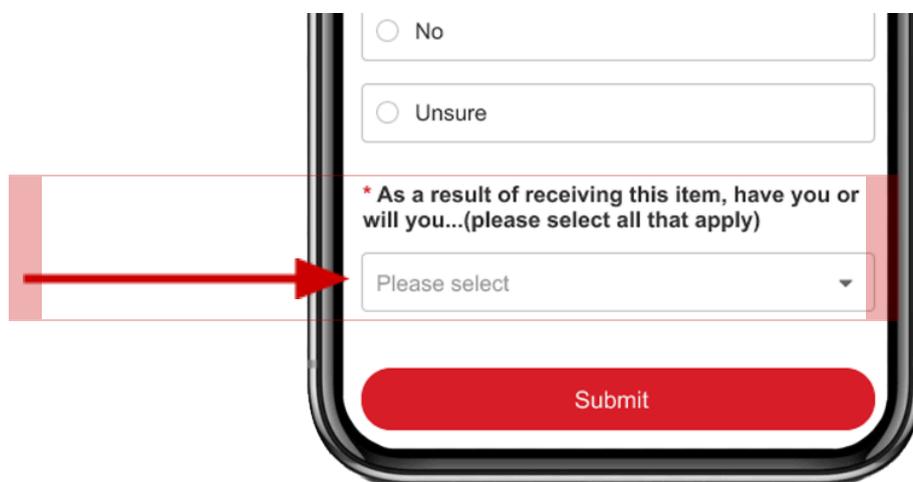


Please note: If you are not the first one in your household to pick up the unaddressed mail item and you are not sure how it was delivered, **don't** guess! Select the **“Unsure”** option.

4.3. Commercial actions

Record if you have taken, or plan to take, any of the following commercial actions as a result of receiving each unaddressed mail item:

- Save the item
- Discuss or share the item
- Go online or contact the sender
- Shop, donate or take some action
- Take no action



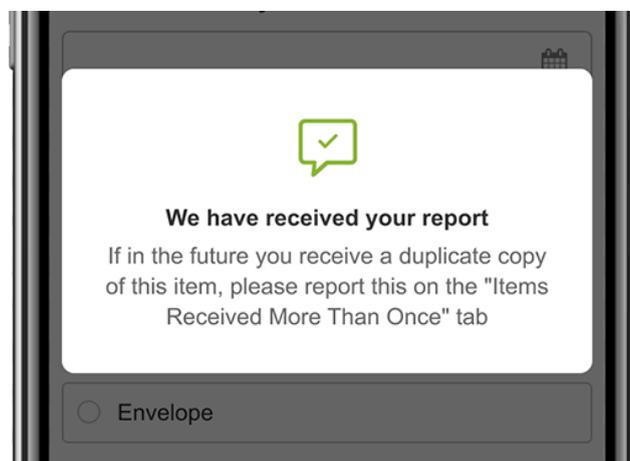
The screenshot shows a mobile app interface for reporting commercial actions. It features three radio button options: 'No', 'Unsure', and a dropdown menu labeled 'Please select'. A red arrow points to the dropdown menu. Below the options is a red 'Submit' button. The text above the dropdown menu reads: '* As a result of receiving this item, have you or will you...(please select all that apply)'.

*Please note that image variations are possible due to regular app updates.

4.4

'Due Items'

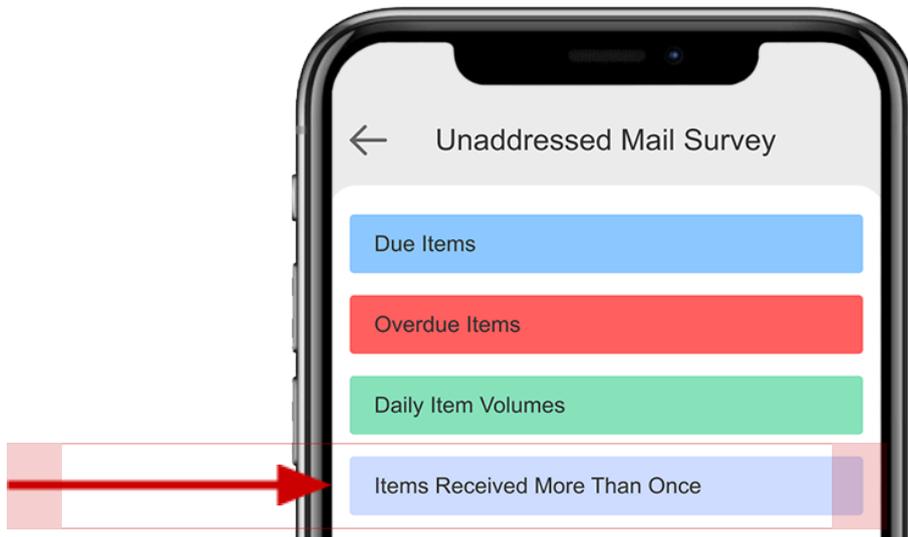
If all entries have been successfully completed, you will immediately receive a confirmation message:



*Please note that image variations are possible due to regular app updates.

5.

If you receive a duplicate copy of an item you've already reported at a later date, go to the section **'Items Received More Than Once'**:

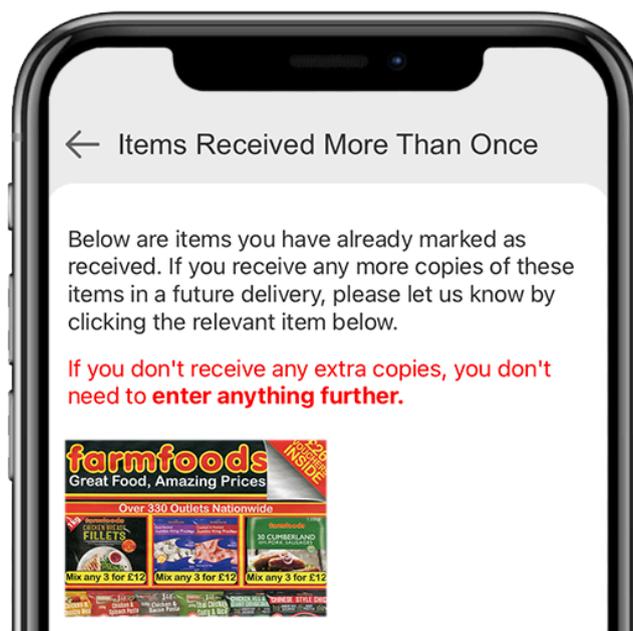


*Please note that image variations are possible due to regular app updates.

6.

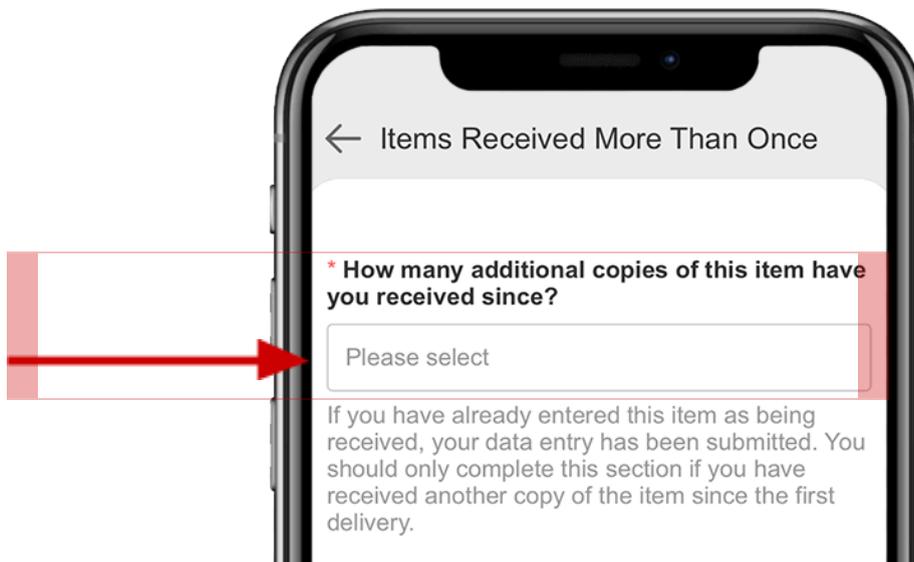
'Items Received More Than Once'

In the following section, you will see all of the items that have already been recorded as received by you. To zoom into an image, click on the top right corner of the image. Now select the item that has been **delivered more than once**:



*Please note that image variations are possible due to regular app updates.

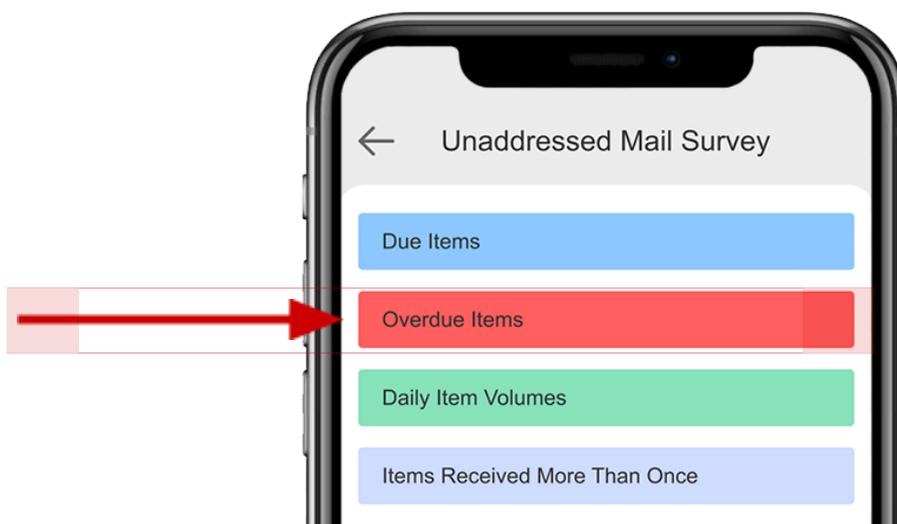
Now enter the **number of additional copies** of the item that you have received:



*Please note that image variations are possible due to regular app updates.

7.

Each time you log into your account, check to see if any items have been moved to the '**Overdue Items**' list:



*Please note that image variations are possible due to regular app updates.

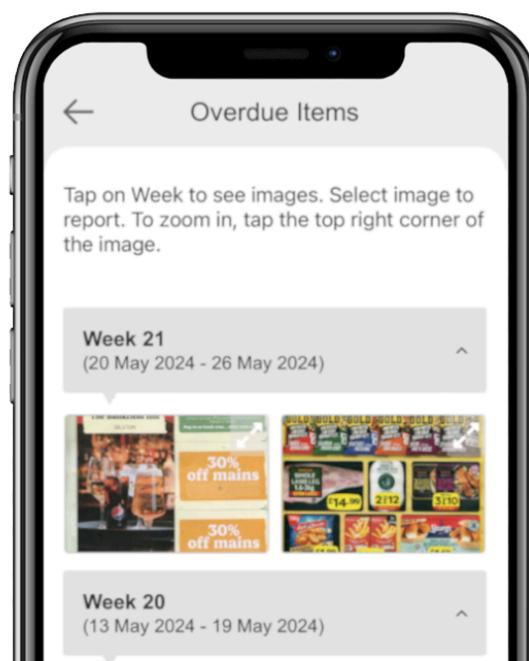
8.

'Overdue Items'

Items which were due to be delivered to you in the previous week but which you have not yet reported as received will be automatically transferred to this section. Images of overdue items will be sorted by the week in which each item was due delivery. You will need to tap on each week heading to view all of the overdue items that were due to be delivered that week. To zoom into an image, click on the top right corner of the image.

In the first few days after an item has been moved to the 'Overdue Items' section, the option to report items as "not received" will not be activated straight away. This is to ensure there is sufficient time to capture if the item just arrived later than planned. If you receive an overdue item, you will need to enter it in the same way as an item in the 'Due Items' section.

Tap on each image to complete the data entry for that item:



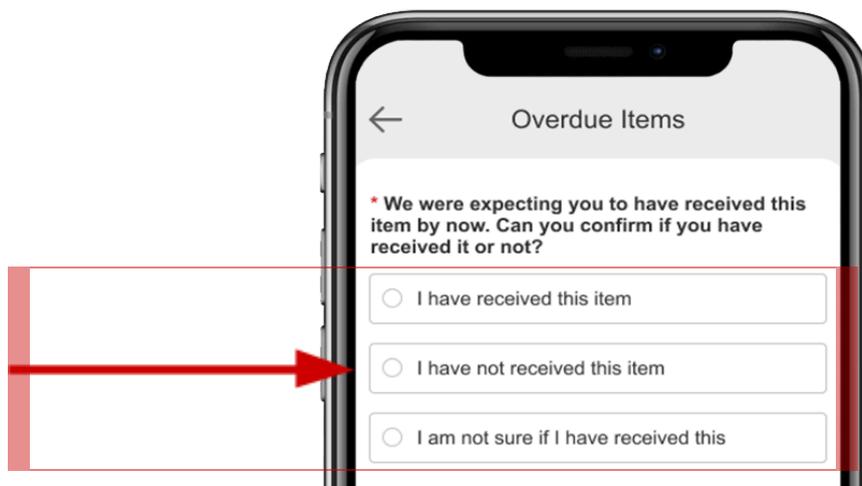
*Please note that image variations are possible due to regular app updates

9.

'Overdue Items'

On the first Saturday evening following the item being transferred to the 'Overdue Items' section, an additional option will be added which allows you to confirm non-receipt of the item. The 'not received' option is not shown straight away in order to allow you enough time to capture if the item just arrived later than expected.

Record each item as either **received**, **not received** or **not sure**:



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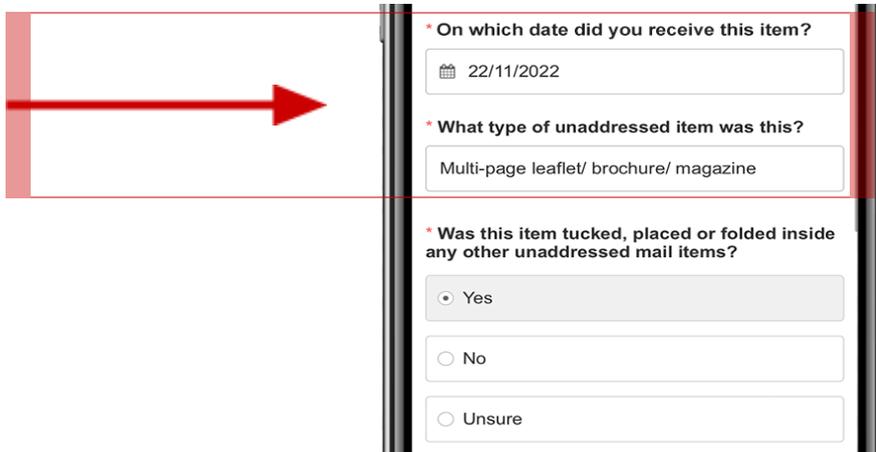
Please note: As soon as the additional option is activated, you should enter any items by **Wednesday evening of the following week**. If you have not received the item by then, you should record it as 'not received'.

If you wait too long, the item will disappear from the 'Overdue Items' section, and you will not be able to enter it. This will count as a missed data entry, which may make you ineligible to receive your reward points.

10.

'Overdue Items'

For each overdue item that you **have** received, enter the **date of receipt** and the additional information requested as shown in Step 3:



* On which date did you receive this item?

* What type of unaddressed item was this?

* Was this item tucked, placed or folded inside any other unaddressed mail items?

Yes

No

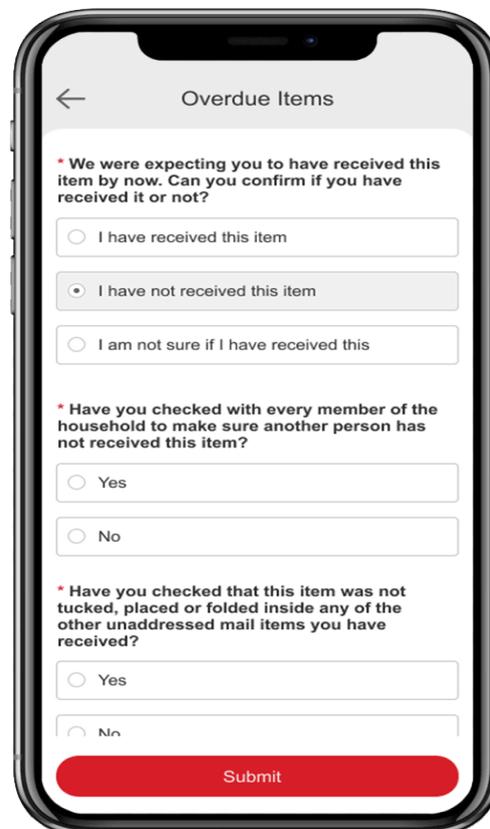
Unsure

*Please note that image variations are possible due to regular app updates

11.

'Overdue Items'

If a listed item has **not** yet arrived, please select the **'I have not received this item'** option and answer the follow-up questions:



← Overdue Items

* We were expecting you to have received this item by now. Can you confirm if you have received it or not?

I have received this item

I have not received this item

I am not sure if I have received this

* Have you checked with every member of the household to make sure another person has not received this item?

Yes

No

* Have you checked that this item was not tucked, placed or folded inside any of the other unaddressed mail items you have received?

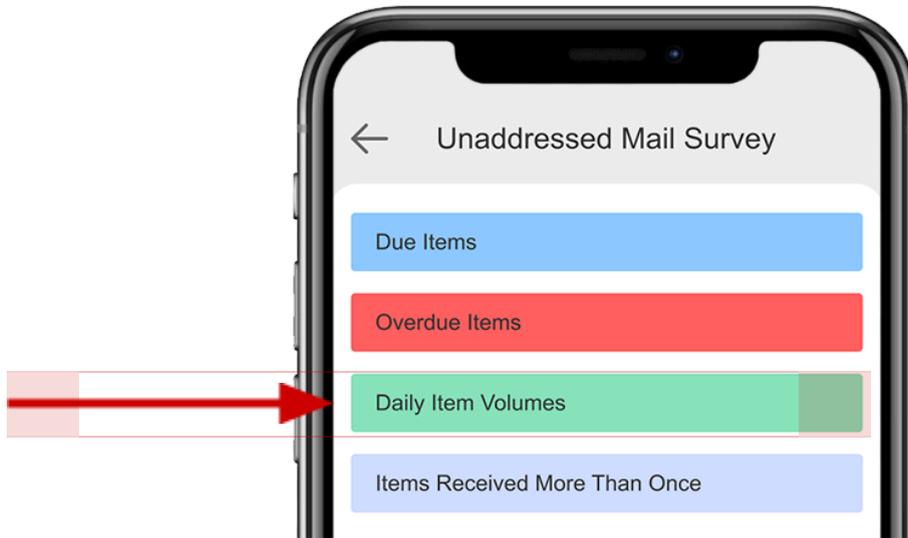
Yes

No

*Please note that image variations are possible due to regular app updates.

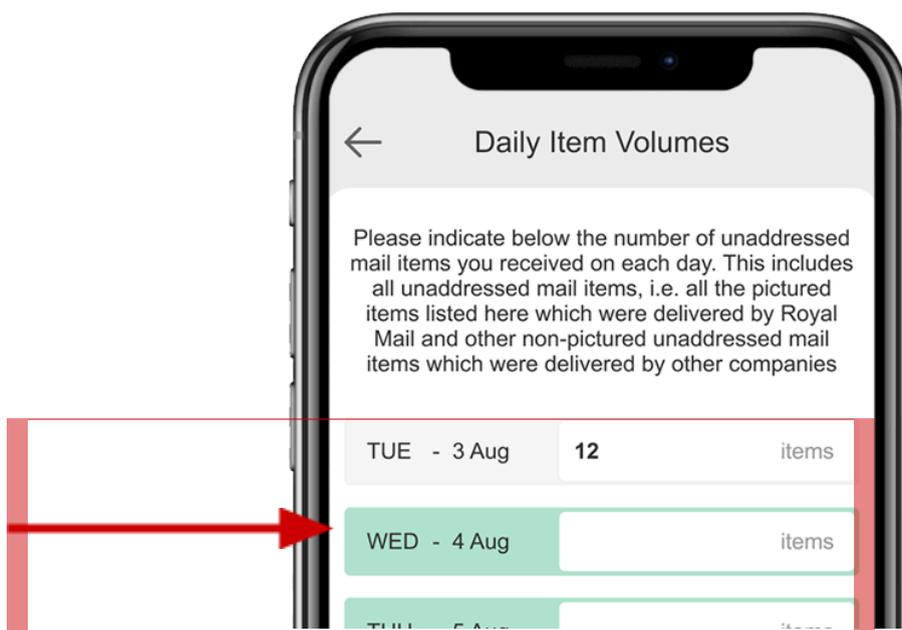
12.

In the **'Daily Item Volumes'** section, please enter **the number of unaddressed mail items** you received on each day:



*Please note that image variations are possible due to regular app updates.

i **Please note:** In this section, make sure to record **all** unaddressed mail items you receive from **all companies**, and not just items delivered by Royal Mail.





Please note: If you do not receive any unaddressed mail items on a particular day, you must enter a **0** for that day. If you leave any days blank, you may become ineligible to receive your reward points.

Thank you for helping to improve the service Royal Mail provides to homes, businesses and communities!