

Canada Post holds the line on rates

Canada Post Corporation will not introduce postal rate increases originally planned for the beginning of next year and will review the decision quarter-by-quarter through 1984, CPC President R. Michael Warren announced today.

Speaking to the Annual Meeting of the Canadian Chamber of Commerce, Warren said the business decision to defer the rate increase is part of the Crown Corporation's determination to be guided by a more 'customer-driven' business philosophy.

'An analysis of the market-place, with its economic uncertainties, and a survey of our customers, have indicated that we are close to the edge of

competitiveness in a number of our product lines,' Warren said.

Canada Post is 'a public business facing growing competition'. Its exclusive privilege over traditional letter mail, accounting for half its revenue, is 'vulnerable and under siege from modern communications technology!'

Other services such as Priority Post, Admail and electronic mail generate the rest of postal revenues and are in direct competition with the private sector.

'We're not afraid of competition but we do realize we must become customer-driven if we are to survive,' Mr. Warren said. 'In the first phase of the Turnaround, we concentrated on improving

service in terms of performance. It's now clear we also have to look at our competitiveness in terms of price.

'This can only benefit you the customer,' he said.

Recalling efforts which in the two years since becoming a Crown Corporation have reduced the deficit from almost a billion dollars to less than \$300 million while improving delivery service by ten percent, Mr. Warren said Canada Post will continue its efforts of achieving financial self-sufficiency and improve human relations with a multi-point business program, including:

- using value analysis budgeting in continuing to reduce corporate overhead-improving productivity

- reducing high unit costs of the national collection and door-to-door delivery system;
- optimizing the network of 30 mechanized plants and 8,400 branch offices;
- pursuing new business opportunities in profitable market

- accelerating employee-oriented programs in health and safety, quality of work-life, job enrichment, career planning and retraining, and fostering two-way communication.

the key element is going to be people,' Warren said.

As Canada Post moves into Phase II of its 'Turnaround Program' the three main objectives of Phase I, improved service, improved employee relations, and

financial self-sufficiency, will continue to be pursued.

'At the same time a new corporate culture is being created in Canada Post - one where the customer is recognized as the most important factor in our business,' Warren said.



Collectors recognized

Midland Postmaster Les Bell and Mayor Al Roach on Friday signed a proclamation declaring October to be Stamp Collecting Month. Midland has 10 active, and 100 more interested, stamp collectors, the postmaster

estimated. This is the second year that Canada Post has organized Stamp Collecting Month, to promote an interest in Canadian stamps among collectors.

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