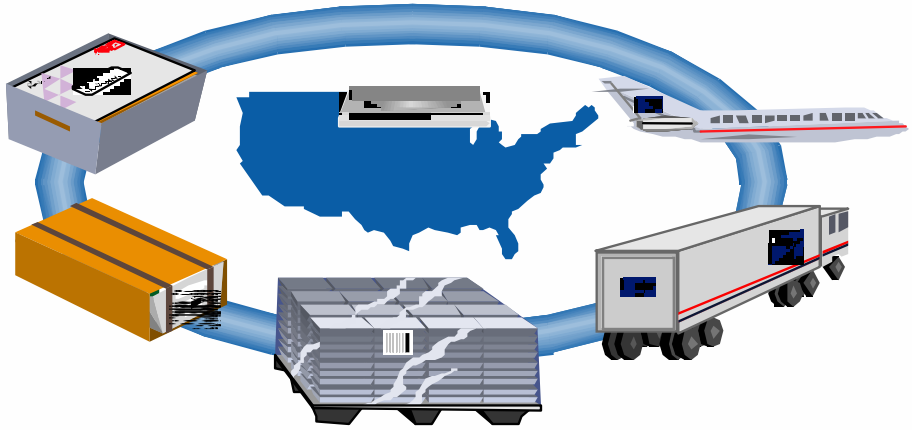
UNITED STATES POSTAL SERVICE ®



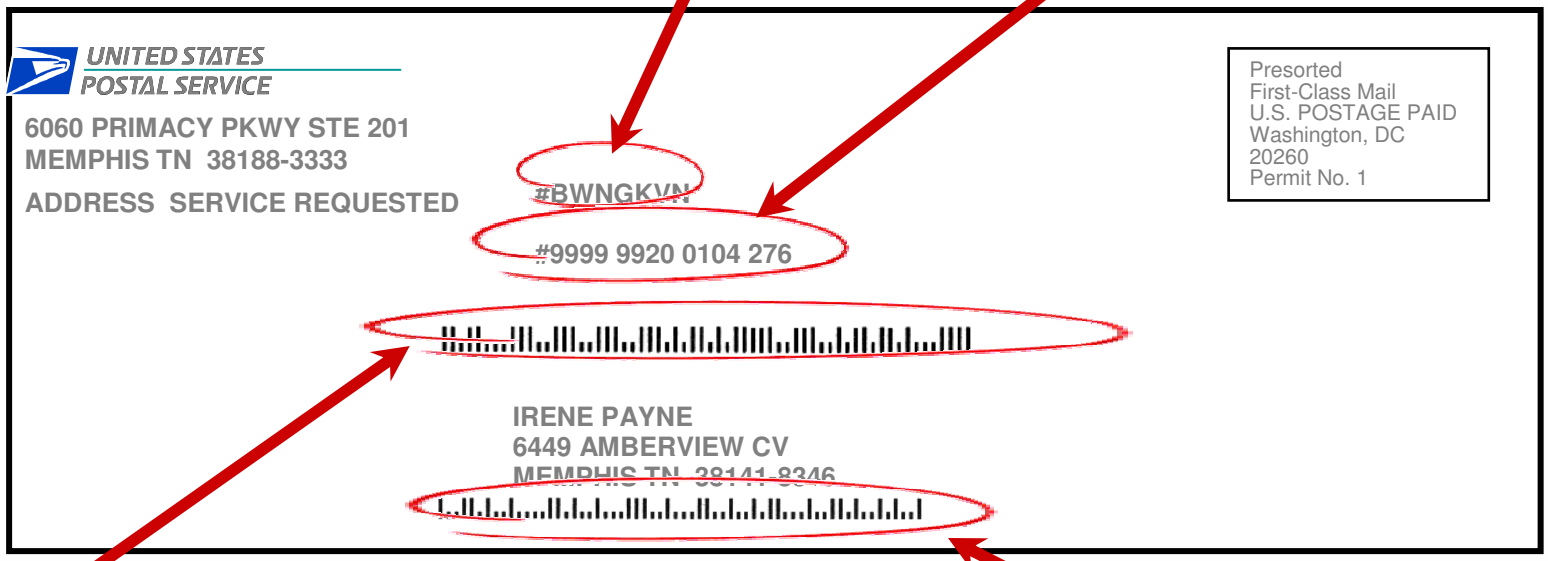
Intelligent Mail Direction

- Today
  - POSTNET
  - Intelligent Mail Barcodes (optional)
- May 2009
  - Intelligent Mail Barcodes: “Basic”, “Full Service”
  - POSTNET
- May 2010
  - Intelligent Mail Barcodes

Today's Mailpiece

Participant Code

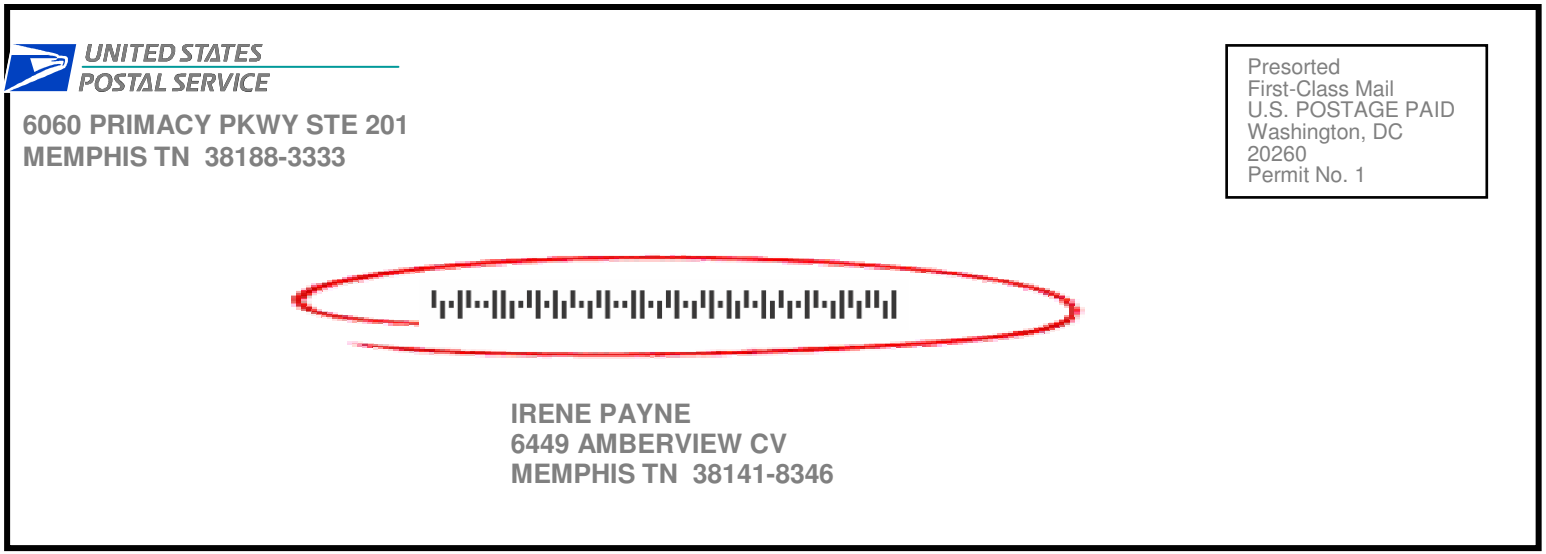
Keyline for Address Change Service



PLANET Code for Confirm Service

POSTNET Code for Sortation

Mailpiece with Intelligent Mail Barcode



One Barcode

- **Sortation**
- **Address Correction**
- **Tracking**

Intelligent Mail Barcode

Intelligent Mail® Barcode	POSTNET™ barcode

"700" First-Class Mail
"702" Standard
"704" Periodicals
"706" Bound Printer Matter

USPS Assigned
"900000066"

Jane Doe
6449 Amberview Ct
Memphis, TN 38141-8346

Barcode ID	Service Type	Mailer ID	Serial Number	Delivery Point ZIP

Optional Endorsement Line:
"50" Mixed ADC

Mailer Assigned
"000235"

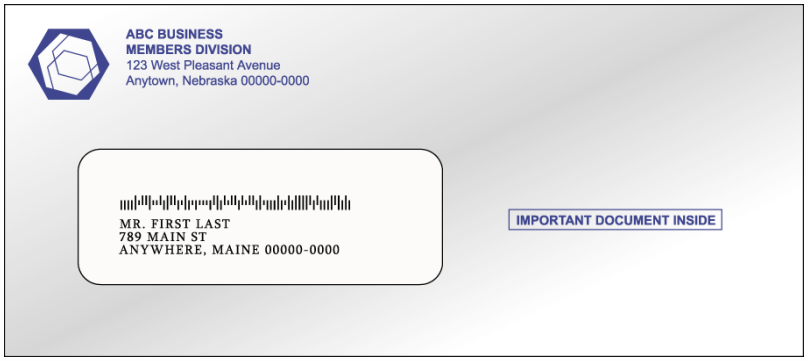
Intelligent Mail Offers

- **Basic**
  - Intelligent Mail Barcode on Mailpieces
- **Full Service**
  - Unique Intelligent Mail Barcode on Mailpieces
  - Unique Intelligent Mail Barcode on Trays, Sacks
  - Unique Intelligent Mail Barcode on Containers
  - Electronic Mailing Documentation
  - Schedule Appointments for DBMC, DADC & DSCF
  - Services included with Full Service:
    - Address Correction Information
    - Start-the-Clock

Basic Offer
Intelligent Mail Barcode

Barcode ID	Service Type	Mailer ID	Serial Number	Delivery Point ZIP
✓	✓	✓		✓

- Apply an Intelligent Mail barcode on letter and flat mailpieces
- Populate relevant fields in the barcode
  - ✓ Barcode ID with Optional Endorsement Line
  - ✓ Service Type
  - ✓ Mailer ID
  - ✓ Delivery Point ZIP Code

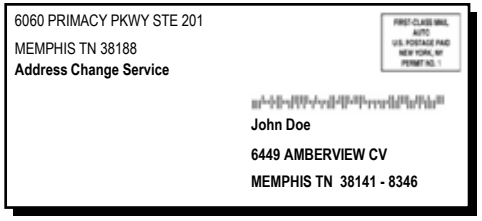


Full Service Offer

- Unique Intelligent Mail Barcode on Mailpieces
- Unique Intelligent Mail Barcode on Trays, Sacks
- Unique Intelligent Mail Barcode on Containers
- Electronic Mailing Documentation
- Schedule Appointments for DBMC, DADC & DSCF
- Services Included:
  - Address Correction Information
  - Start-the-Clock

Intelligent Mail

Unique Mailpiece Barcode



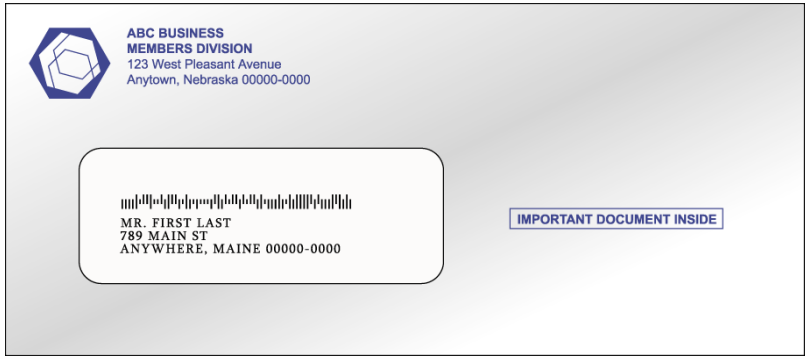
Unique Tray Barcode

Unique Container Barcode

Full Service Offer
Intelligent Mail Barcode

Barcode ID	Service Type	Mailer ID	Serial Number	Delivery Point ZIP
✓	✓	✓	✓	✓

- Apply an Intelligent Mail barcode on letter and flat mailpieces
- Populate all the fields in the barcode
  - ✓ Barcode ID with Optional Endorsement Line
  - ✓ Service Type
  - ✓ Mailer ID
  - ✓ Unique Number
  - ✓ Delivery Point ZIP Code

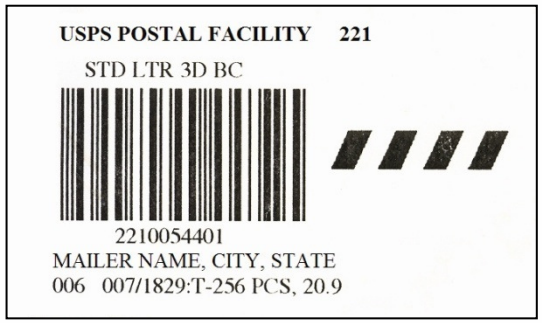


Full Service Offer
Intelligent Mail Tray Barcode

Apply a Unique Intelligent Mail Tray barcode on Tray and Sack labels

Full Service Offer
Intelligent Mail Tray Barcode

Current 10 digit Label



New 10/24-digit Label

ZIP Code	Content Identifier Number (CIN)	Label Source	Mailer ID	Serial Number	Label Type
"22043"	"245" First-Class Mail Letter AADC Barcode	"1" Automated, Barcoded, Machinable	USPS Assigned: "900000679"	"00001"	"8"

Full Service Offer
IM Container Barcode

Apply a Unique Intelligent Mail Container barcode on labels affixed to containers such as: Pallets & Rolling Stock

Full Service Offer
IM Container Barcode

Current Label

SCF SAN FRANCISCO CA

940

STD FLTS SCF BC/NBC

ABC BALTIMORE MD

New Container Label

SCF SAN FRANCISCO CA
STD FLTS SCF BC/NBC

940

XYZ CORPORATION
INTERNATIONAL FALLS, MN

USPS SCAN REQUIRED

99 M 123456 -----ABC1234

(Mailer Area)

99	M	Mailer ID	Serial Number

Full Service Offer
Electronic Mailing Information

- Postage Statement Wizard
- Mail.dat®
- Wizard Web Services

More information at:

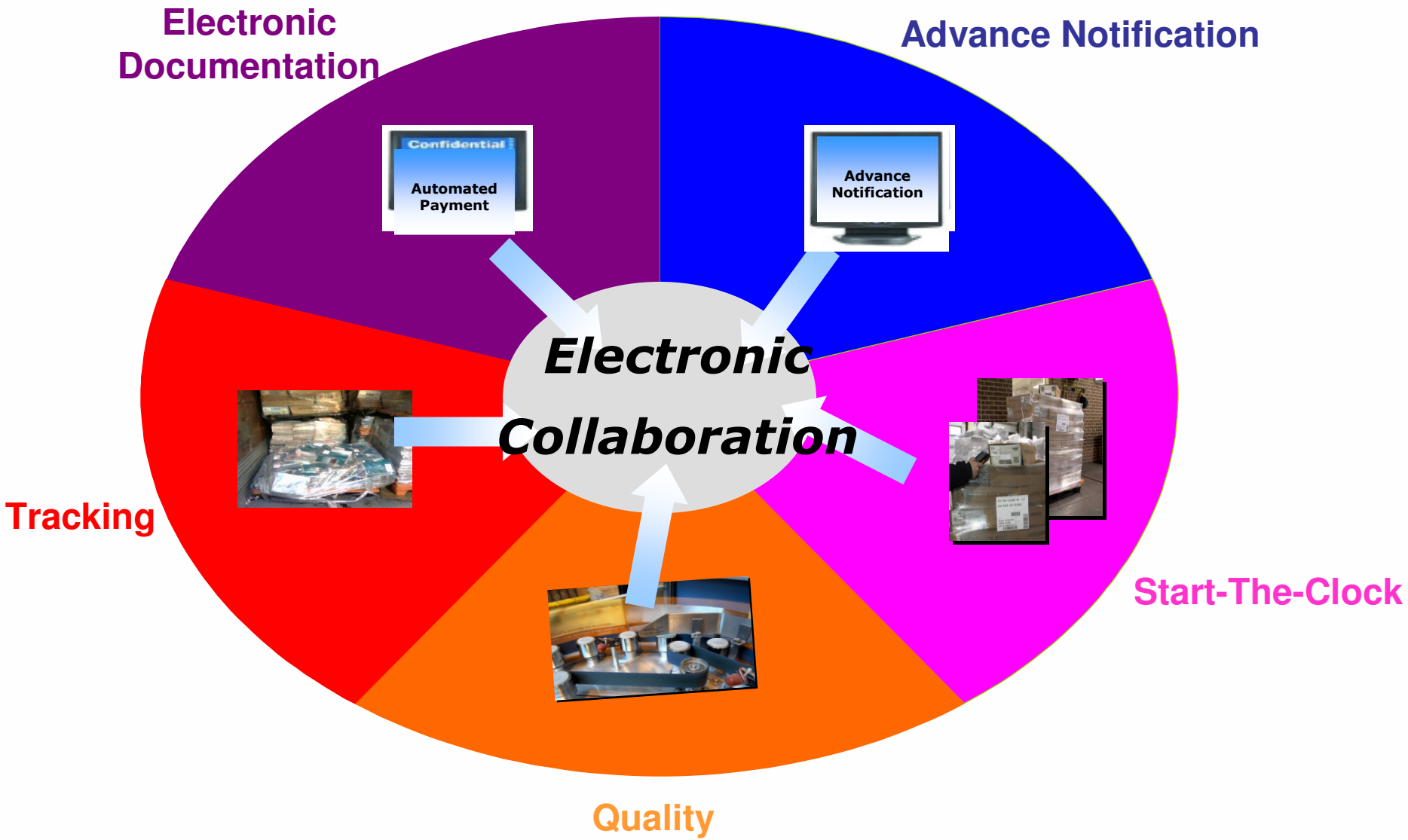
http:/ribbs.usps.gov/FullServiceGuides

https://www.usps.com/postalone/program.htm

Full Service Offer
Electronic Mailing Information

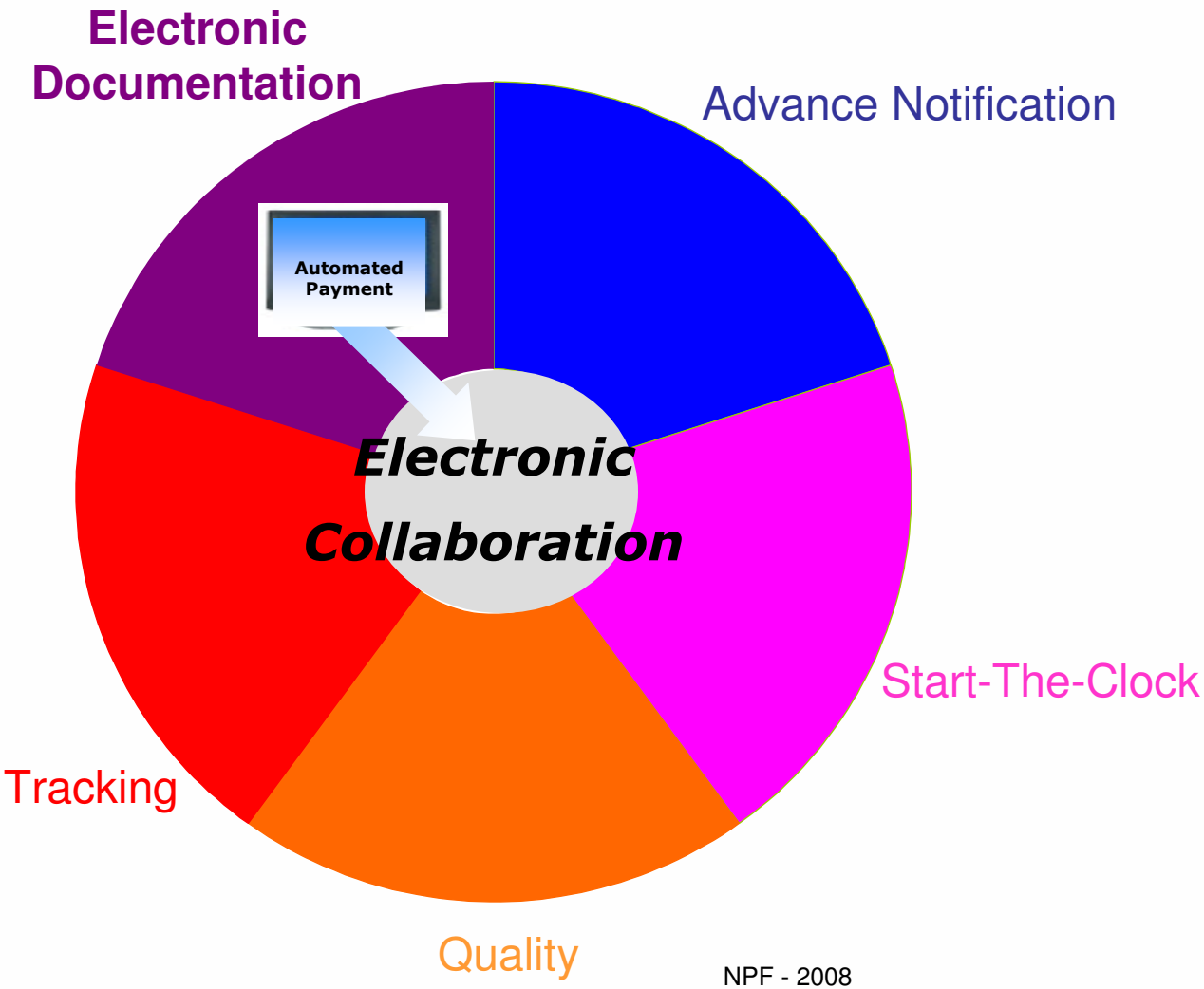
- Mail Owner and Mail Preparer identification
- Intelligent Mail barcodes used in the Mailing on mailpieces, trays/sacks and other containers
- Nesting Information:
  - How mailpieces are placed in trays or sacks
  - How mailpieces or tray/sacks are placed on pallets or other containers

Mail Tracking and Quality Feedback



Customer Feedback – Electronic Documentation

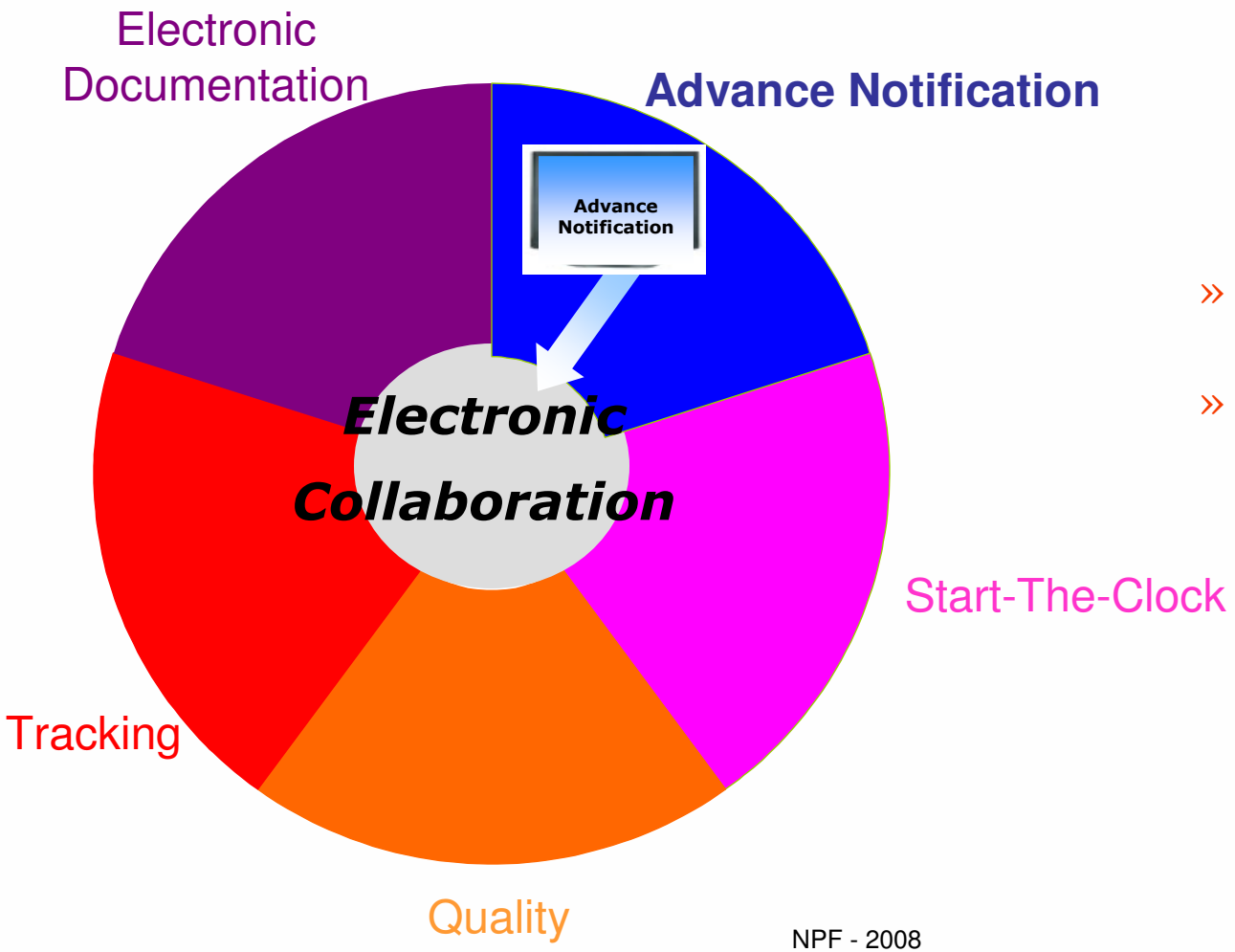
➢ **Mailer receives payment feedback**



- » **Balance information**
- » **Fee schedule**
- » **Postage transactions**
- » **Payment receipts**

Customer Feedback – Advance Notification

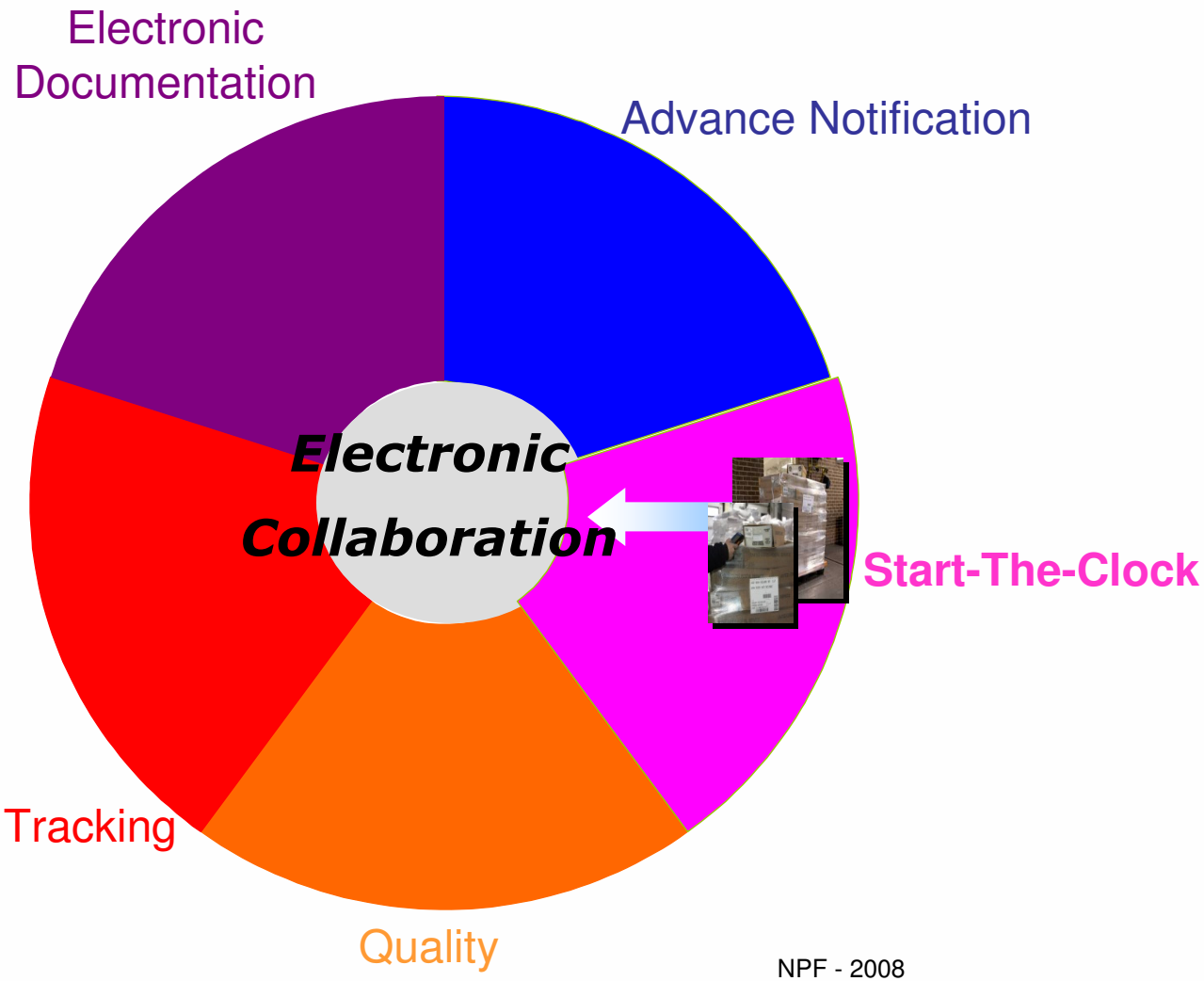
- **Mailer receives advance notification feedback**



- » **Processing Confirmation**
- » **Appointment Number**
- » **Date/Time/Location**

Customer Feedback – Start-the-Clock

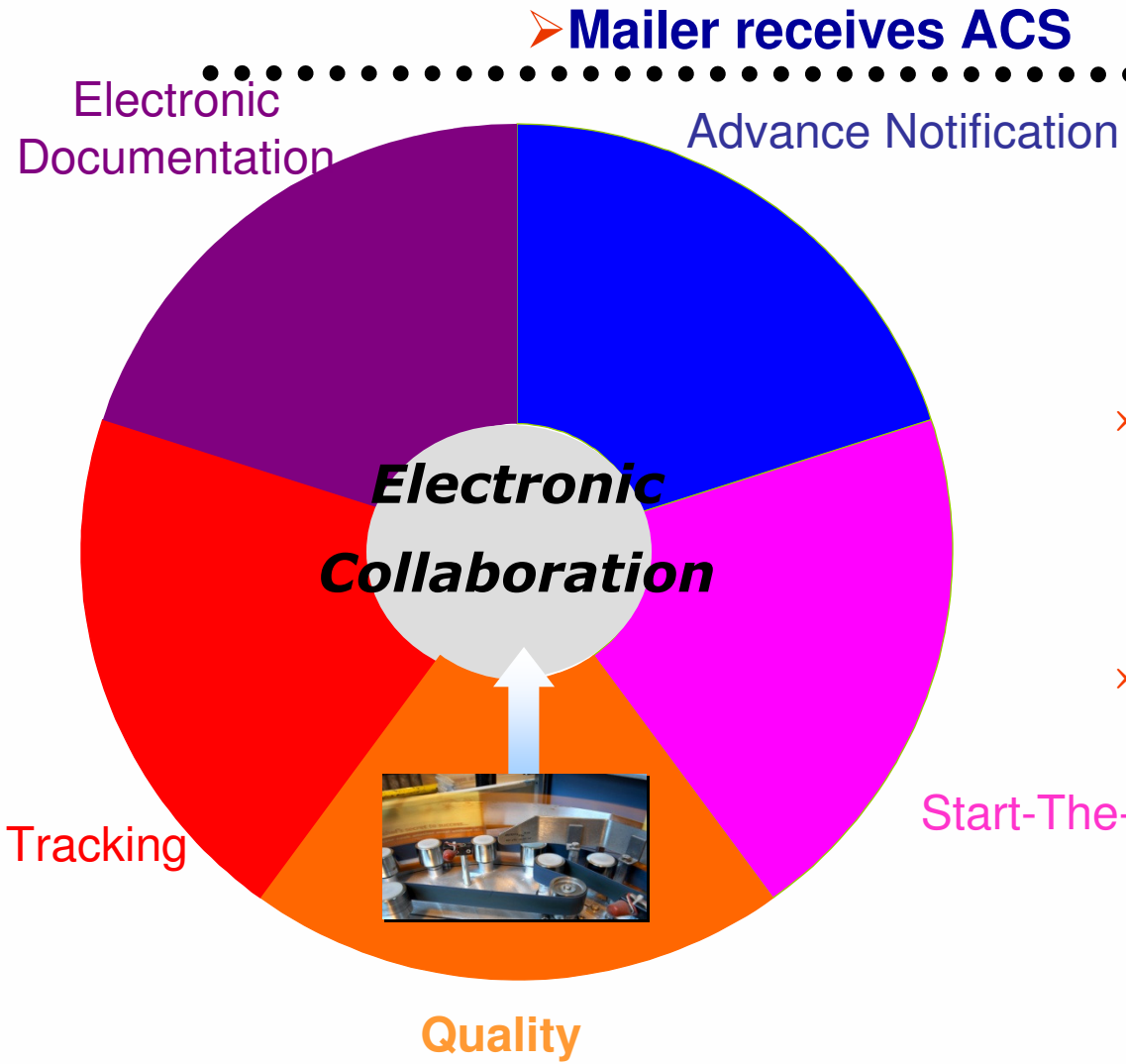
➢ **Mailer receives induction feedback**



- » **Start-the-Clock**
- » **Arrival date/time**
- » **Arrival content profile**

Customer Feedback – Address Quality

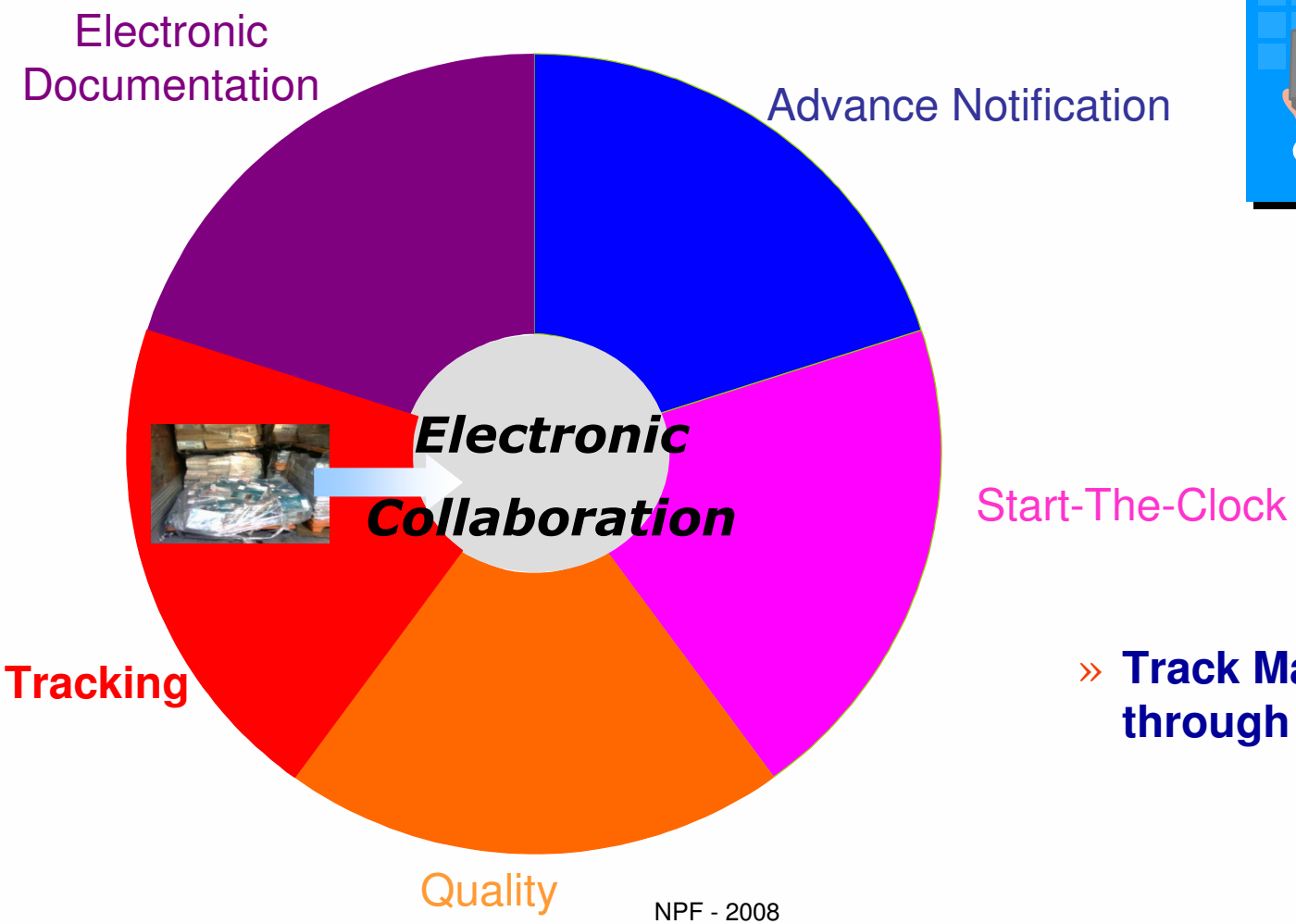
➢ **Mailer receives ACS**



- » **Undeliverable-as-Addressed**
  - » **Reason for Non-Delivery**
- » **Customer change-of-address**
  - » **Customer's new address provided**

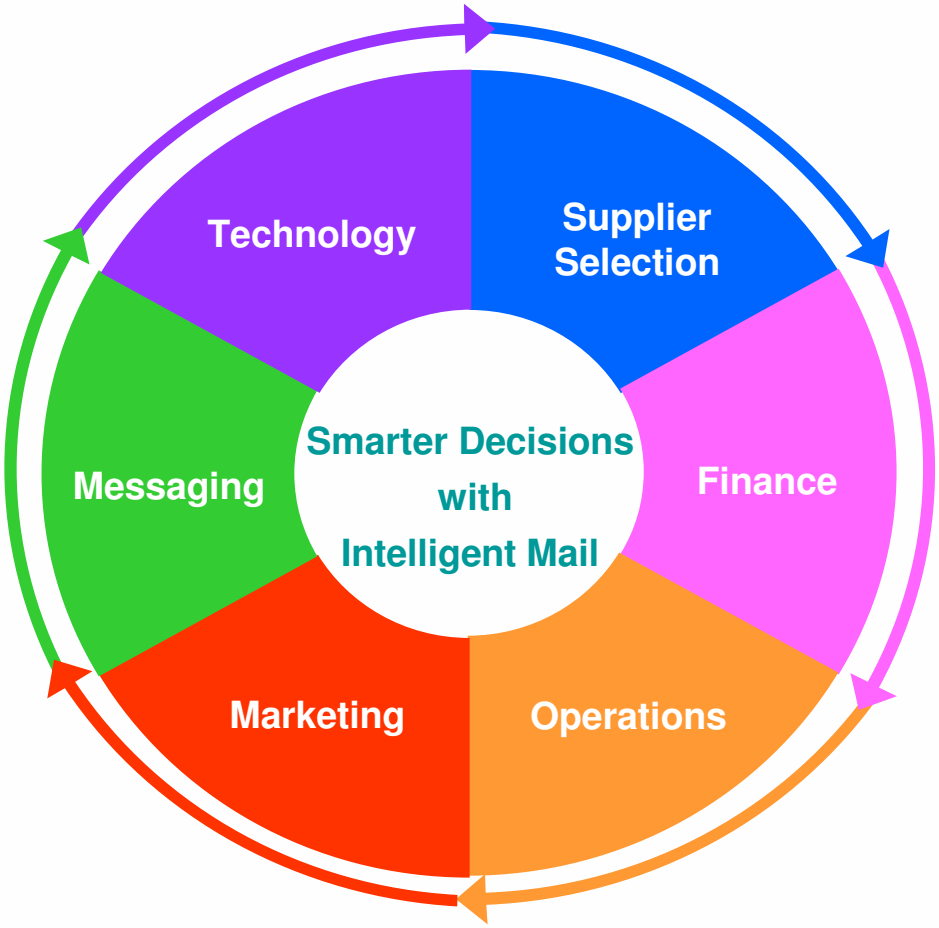
Customer Feedback – Tracking

- **Mailer receives visibility feedback**



» **Track Mailpieces through Confirm**

Mail as a Key Communications Medium



Decision Support

- Traceable Mail
- Identifiable Mail
- Efficient Mail
- Quality Mail
- Responsive Mail
- Predictable Mail
- Reliable Mail
- Accountable Mail