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Intelligent Mail® Introduction and Approach

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Introduction/Approach

- **What is Intelligent Mail?**
- **Barcodes: Past, Present and Future**
- **Direction**

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Intelligent Mail Services

- **What is Intelligent Mail?**
 - A technology platform made possible by the suite of Intelligent Mail barcodes.
 - A technology that will support future generations of postal products, services, and associated features.

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Intelligent Mail Services

- **Why use Intelligent Mail?**
 - Marketing Efficiencies
 - Customer Experience
 - Cash Management
 - Call Center Management
 - Operational Efficiencies
 - Supply Chain Efficiencies

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Intelligent Mail Services

Intelligent Mail® Services

Helping You Make Smarter Business Decisions



Know Where Your Mail Is

Improve Customer Service, Predict Cash Flow, Avoid Collection Calls, Make Better Fee-Waiver Decisions, Track Vendor Performance

The ability to track the status of your mail with OneCode Confirm™ will help you provide better service to your customers. When they call, you'll have the information you need to respond more quickly and more accurately. And, with tracking information available to your customers as well, you'll receive fewer customer inquiries.

Knowing where your mail is will help your finance department monitor and predict payments more easily. This will help you avoid collection calls, re-billing, or having to cancel and then reinstate accounts. And, you'll make better fee-waiver decisions. All resulting in improved cash flow, reduced costs, and improved customer service.

center staffing, and improve effectiveness of telemarketing follow-up. You'll also be able to coordinate multichannel marketing campaigns — for the greatest ROI.

Receive Mail Feedback

Improve Target Marketing, Increase ROI, Learn More About Your Customers, Test Creative Concepts

Reaching the right recipients at the right time is only possible with clean address lists. With the Intelligent Mail Full-Service option, you'll receive feedback about your address quality — free, automated address correction information.

Improved mailing lists mean improved ROI because mail that goes to the wrong address is a



Barcodes Past, Present, Future

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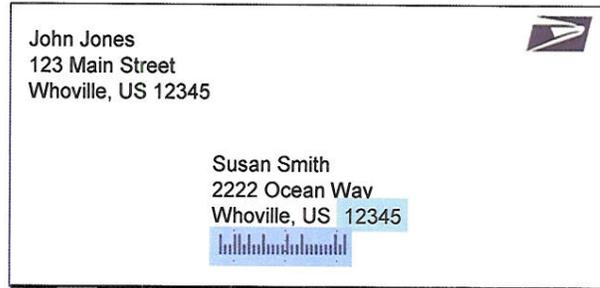
Now let's look at the history of
Barcodes

Barcode: 5-digit ZIP Code®

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First, we had the 5-digit barcode



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Barcode: ZIP+4 Code®

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We then evolved to the 9-digit ZIP+4 barcode



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Delivery Point POSTNET™ Barcode

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Next, we moved to the 11-digit Delivery Point
POSTNET barcode



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PLANET™ Code Barcode

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PLANET™ Code for Tracking



PLANET Code for
Tracking via Confirm

POSTNET Code
for Sortation

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Address Change Service (ACS)

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Address Correction Markings

Participant Code **Keyline for Address Change Service**

UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-3333
ADDRESS SERVICE REQUESTED

#BWNGKVN
#9999 9920 0104 276

Susan Smith
2222 Ocean Way
Whoville, US 12345-1111

POSTNET Code for Sortation

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Address Change Service & Tracking

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Participant Code **Keyline for Address Change Service**

UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-3333
ADDRESS SERVICE REQUESTED

#BWNGKVN
#9999 9920 0104 276

PLANET Code for Tracking via Confirm

Susan Smith
2222 Ocean Way
Whoville, US 12345-1111

POSTNET Code for Sortation

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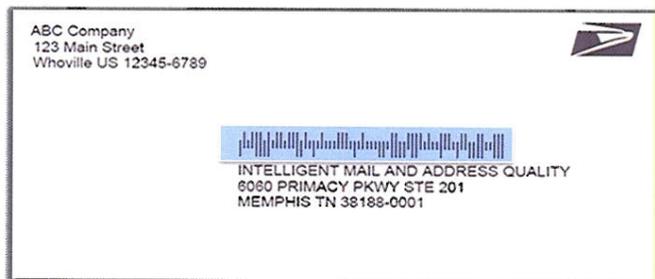
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Intelligent Mail Barcode

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Combined the capabilities of sorting, tracking and address correction in one barcode



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Direction

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- Today
 - The Intelligent Mail barcode
- Rate Case: May 11, 2009
- After May 18, 2009
 - Basic Intelligent Mail Option
 - Full-Service Intelligent Mail Option
- The PLANET Code® and the POSTNET™ barcode will be allowed on letters and flats until May 2011
- Lower prices for Full-Service in Fall, 2009



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Today's Agenda

- Introduction / Approach
- Intelligent Mail® Basic and Full-Service
- Intelligent Mail® Barcodes
- Break
- Full-Service and eDOC 101
- Full-Service Feedback 101
- Getting Started with Intelligent Mail®
- Lunch

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Today's Agenda

- Full-Service and Appointment Scheduling (FAST®)
- Full-Service and eDOC 102
- Full-Service Feedback 102
- Break
- Intelligent Mail Price Structure
- Industry Panel
- Questions & Answers

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