

MTAC Workgroup 129 – Eliminating Obstacles to Mail Growth

Location: USPS HQ, L'Enfant Plaza, Washington DC, Rm 1P410

Date: Tuesday, 8/11/09 Time: 3:30pm- 5:00pm (Eastern Time)

Chairpersons - Greg Hall and Wanda Senne conducted the welcome and introductions

Began with the following from the Issues List:

Item #46

- Frank Auer, (Strategic Account Manager, USPS) did a recap of item 46 and its desired result. He envisioned the desired result to have the appropriate environment which is similar to Dave Mastervich (Mgr, Periodical, Catalog, Saturations for USPS) ROI Optimizer Tool
- Dave Mastervich- presented his ROI Optimizer tool 3.0 version. He explained when and why this program/tool was developed. It was built as a sales tool to improve the marketing of mail. This tool identifies UAA mail inefficiencies along with the benefits and consequences on the type of endorsements. He shared and created examples of the features available (calculator tab, glossary, FAQ's...) Proper use of this tool should result in a positive ROI for the customers.

Comments:

- Tool should be presented in the Postal Forum to educate marketing groups.
- Modify the ROI tool to have specific component of endorsements.
- Put in Postal Explorer along with Rate Calculator.
- UAA is more of an issue than endorsement; however the use of some endorsements may be more expensive than contemplated by customers.
- Tool must have the ability to enter volume and cost of returned mail.
- Make a change to endorsement title "address service requested" and make it intuitive.
- Create a decision tree in Quick Service Guide.

Chairpersons: Move Item forward

1. Reconstruct – DMM & QSG
2. Tool with ROI
3. Decision Tree and ROI tool
4. Proposed to have Dave's ROI tool for an NPF session

Item #85

- Recommend USPS to develop flat rate tyvek envelope. Is this feasible?
- According to Greg Dawson – Yes!

Item #43

- Eddie Mayhew recapped the industry's issue and recommendation. He emphasize the current process is cumbersome and using today's technology is a tremendous help to publishing companies
- Jerry Lease (USPS Mailing Standards) – commented that USPS management today is more willing in allowing request via email.

Comments:

- At this day, almost everything electronic is beneficial
- PCSC is in support for ease of use

Item #34, 35, 36, 63

- Bill Chatfield (USPS Mailing Standards) defined "Occupant, Exceptional and Simplified Addressing"

Comments:

- Align DMM with Customer Support Ruling
- Be allowed to use a generic designation to addressee
- Possible operational problems such as PARS, verification programs
- What are the other alternatives? Item will be discussed in next meeting.

Adjourned at 5pm

Next Meeting via conference call is scheduled for August 19, 2009 9:30 to 11:00.