

December 9, 2009 @ 10:00 EST  
MTAC-129 Task group #3 UAA Tool

Host: Wanda Senne

Present: Robert Bokor, Linda Clayton, Frank Auer, Sharon Harrison, Charles Howard, Paul Finn for Karen Tucker, Paul Giampolo, Laine Ropson Dave Meyer, and Stephanie Sims

The Cost Analysis spreadsheet was created by Adam Collinson, Pitney Bowes. This spreadsheet is used as a tool for Undeliverable as Address (UAA) mailpieces to assist mailers in calculating postage for cost of returned mailpieces. At this stage in development, the tool is used for First-Class Mail letters only.

Adam was not able to attend the conference, but Laine navigated through the instruction page explaining each part of the instructions in depth.

Line 7 encourages mailers to do a return mail study with the study including reason for the returns. Since mailers aren't privy to USPS internal processing system, this topic raised the following concerns and questions:

- How does the mailer determine the "reason for the return?"
- What causes the returned pieces?
- Do machine read errors cause return pieces?
- How does the mailer identify if the returns are Nixie related or PARS related?
- How do we differentiate between COA or Nixie
- Should Nixie be calculated in "reason for return?"
- Different cost structure for Nixie and COA (should be separated)

Before the mailer can properly enter "reason for returns" in the Cost Analysis field, they need to identify the difference between 'Nixie' and 'COA.'

- Nixie: Is mail that is undeliverable other than move related.
- COA: Is when the customer has a change of address order on file with the Postal Service

Since there was uncertainty why pieces are returned without reason or cause, the following was suggested:

- Include a footnote at the bottom of the instruction page to investigate "return mail study." This will include PARS reject errors and Nixie errors. Frank Auer will research the error factor for returned pieces.
- Place an asterisk next to "returned" pieces and list all DMM items for reason for returns (volunteer needed to research DMM and list each item).
- Define PARS and how to identify PARS pieces from Nixie pieces.

We agreed to delete lines 8 – 13 on the instruction page and create a new tab "Return Mail Study" with detailed information and a list of reasons why the pieces are returned.

Line 15 states UAA mail may be handled differently. Frank Auer will gather the USPS national average for mailers to use as a default if they are unsure of the cost of how their UAA mail was handled. The national average will be based on the total volume of mailpieces and not the volume given by the Performance Based Verification (PVB) model or Mailing Evaluation Readability Lookup Instrument (MERLIN).

The Cost Analysis page:

The following terms may confuse the mailer:

- Notices: Currently on the cost analysis page, the term can be used as an electronic update for a changed address. Redefine or change the term “notice” to “return mailpiece processing cost.”
- Manual: Should have (hardcopy) next to it, to clarify the address change will be given to them in a hard copy form.
- Line 26 “On Piece:” Redefine to “nixies not COA w/o new address” or “undeliverable w/o COA.”
- Line 26: Change the ‘#’ sign to “quantity.”

Following suggestions to enhance the cost analysis sheet:

- Add a line to include all costs associated with discrepancies for returned mail.
- List USPS fees and reiterate on the cost analysis sheet that this worksheet is used for First-Class Mail letters only.
- Lock the cost analysis sheet to prevent mailers from altering the numbers.
- Create ROI calculation
- Include NCOA to allow the customer to compare NCOA prices versus COA prices
- Have this tool as a resource for all postal personnel to access through:
  - Blue Page
  - Quick Service Guide
  - PCC in a Workshop
  - On line DMM
  - Kiosk centers to demonstrate this tool
- Expand the cost analysis sheet to include all types of mail including:
  - Standard Mail Flats
  - Bound Printed Matter

The group recommended that Address Management demonstrate the tool at the upcoming NPF. Other placement options discussed included a PCC toolkit, Postal Explorer, and an ROI calculator.

The tool currently is only for First-Class Mail letters. Laine is going to work with Adam to add tabs for FCM Flats, and Standard Mail. Timeframe to complete as far as the task group will be early February.

Upcoming task group meetings will be determined in mid-January 2010.