



Resolution Statement: Task Team # 13 – Hard Copy Address Corrections

Sept 3, 2013

Purpose of the Task Team #13

Mailers that request electronic notification were receiving a significant number of hardcopy notifications for mailpieces that contain a valid Intelligent Mail Barcode and/or traditional Participant ID. The generation of these hardcopy notifications creates an added expense for both the industry and the USPS. This group was tasked with the following:

1. Gain an understanding by the USPS and the industry as to the cause of the hardcopy notifications.
2. Recommend change to practices and procedures to limit the number of hardcopy notifications returned to the mailer.
3. Determine procedural and financial options the mailer may have with the USPS when hardcopy notifications are provided when requesting electronic.

Participation and Discussion Format

TT #13 was launched in April 2012 and concluded in September 2013. Throughout that period the group monitored the effectiveness of changes made as well as making tweaks to improve results. TT#13 was comprised of industry representatives from periodicals and fulfillment companies as well as USPS representatives from the National Customer Support Center (NCSC) and Operations. Numerous teleconferences were held to identify legitimate hardcopy notification situations, categorize different types of notifications received by members that shouldn't have been hardcopy, trace each type back to root causes and problem-solve to move them to electronic notification.

Recommendations

TT #13 made the following recommendations:

- Headquarters re-directed the field to forward all flat/parcel UAA to their appropriate CFS site for ACS processing in September 2012 and August 2013.
- USPS approved optional language for the postal ID statement in periodicals instructing the Postmaster to direct UAA to their CFS site.
- CFS site software changed to force barcode scan and participant code keying prior to generating a manual notification
- Number of CFS sites reduced resulting in fewer facilities to monitor and ensure processing compliance

Comment [WL-MT 1]: ACS is electronic, so they're referred to separately – there is no "ACS hardcopy", it's just hardcopy.

- USPS approved removal of return addresses from attached mail pieces poly wrapped with periodicals magazines
- Eliminate the earned hours work credit from the budgets for offices to process UAA mail

Conclusion

All recommendations mentioned above have been implemented by either the USPS or in some cases, individual mailers. As a result of the changes implemented, mailers were experiencing a 2/3 reduction in hardcopy ACS notification volume by the end of the initiative.

The goals for TT #13 have successfully been accomplished and the group has been sunset. Thanks to all who have participated.