

MTAC 143 Seamless Acceptance Meeting Notes For 4/19/2011

- On the telecom the members discussed – work scope, workgroup management structure, and approach to get the workgroup to solve problems and perform work.
- The workgroup needs to define the project scope.
- The workgroup will need to develop a timeline to approach problems.
- The Industry would like to review the SMEEP executive summary doc and given timelines to determine the scope (narrow) to accomplish within a year.
 - Bob suggested using 'Divide and Conquer' approach to deploy seamless acceptance in phases using proof-of-concepts. What functionality is involved in each phase?
 - We need to identify a high-level end-to-end SA business model then define what functionality will go into each phase. Knowing functionality may change from analyzing the data/results of each POC.
 - We need to define the definitions that describes the criteria mailers need to meet to participate in a SA POC.
 - Mailers have invested a lot of costs/resources to develop functionality to produce FS mailings. We shouldn't write all the requirements up front. We should leverage existing functionalities to allow an easy transition into the different phases of SA.
 - If we deploy SA as narrow functionality in phases – we can setup metrics, collect data/measurements, and analyze data to determine/prioritize what functionality needs to be created/deployed and/or changes need to be made in the next phase.
 - Data collection mechanism becomes a potential opportunity to analyze the data to identify items/issues to work. Need to harness the data collection power.
 - We need to identify mailers and USPS Seamless Acceptance value propositions/benefits.
 - Bob Rosser mentioned – the biggest SA benefit to the mailers is - give time back to produce more mail by by-passing upfront verifications.
- From the initial FS deployment – where USPS told mailers, USPS will charge for eDoc errors – caused the mail industry's to have a big fear over the assessments associated to Seamless Acceptance. Mailers are worried SA is going to put them out of business.
 - Mailers perception of the current environment - once I get through gate - I'm free. Currently, I have a chance to rework mail. In the future process, I won't have chance to rework the mail - assessments will occur after the fact of induction. What's the value of Seamless Acceptance for me.
 - We need to identify what needs to be measured. How the mail quality results will be analyzed to determine a mailer's mail quality rating (census/trending). How will the mailer's rating apply to product pricing?
- We should collect and analyze the data with industry to identify other value propositions - before we start changing policy & rules.
- Team management structure:
 - We need to setup sub-groups to determine what are we going to measure and develop solutions for ltrs, flts, and parcels. Need to determine what the mail industry and USPS reporting needs.
 - Sub-groups will meet each week
 - Main group will meet bi-weekly.
- We need to work with the mail industry to identify their seamless acceptance value propositions.
- Next Steps:
 - Host a 1hr kick-off call next week before the Postal forum to discuss:
 - the MTAC groups objectives and scope
 - Management structure of work group and potential sub-groups
 - Review existing SA capabilities discovered/identified in previous POCs.
 - What are the capabilities/metrics need to be there in SA POC phase I
 - Review initial draft of mail industry value propositions.
- We are missing parcel members. Looking to recruit parcel members.