

MTAC 143 – Seamless Acceptance Meeting Notes for 4/26/2011

- Before the next MTAC 143 call – the leadership team would like to spend more time defining the scope, planning the work in phases, and determining approach required to accomplish the group’s objectives:
 - Define value proposition and approach to promote the adoption of seamless acceptance.
 - Establish the process changes necessary to achieve a streamlined entry and automated verification approach leveraging the advances made through Intelligent Mail and Full Service.
 - Define the information and reports necessary to provide mailers and the Postal Service with actionable information.
- The leadership will like to identify how often the whole group meets and sub-groups meet based on the work of scope, approach, and phases.
- Why are we meeting today in MTAC 143?
 - Because everyone knows the problem we’re trying to solve is a vital problem for everyone in the mail industry to succeed – both USPS and mailers.
- The leadership discussed the workgroup’s guiding principles:
 - Leadership wants to drive this group from a project mgnt perspective. “divide and conquer!” Phase approached.
- A member suggested we rename this effort to a new name. SA has past concepts that don’t apply to the mailers’ perceived solution.
- Reviewed qualities/characteristics that should be part of the SA framework/definition:
 - SA process should make it easier for mailers to perform business with USPS.
 - Revenue assurance
 - Reduces risks in mailings
 - Promotes mail quality in manufacturing the mail
 - Need to look at total system costs – mailers and USPS – not shifting the work/cost to one party.
- The group discussed the current state of mail acceptance
 - Send out the Executive Summary to the group.
 - Last fall of 2010 - MTAC task team 2 discussed value propositions they would like to see in Seamless Acceptance.
 - USPS BMA conducted an end-to-end business process reengineering effort – that measured soup to nuts.
 - Mail preparation is too complex for small volume mailings.
 - All mailers are treated to the same process regardless of mailing size. For ex. last year – USPS processed over 11 million pstg stmts -> which over 6 million pstg stmts contained 1500 pcs or less.
 - BMEU is the bottleneck – need new ways to get mail into the USPS mailstream.
 - The BPR team examined the current environment. The analyze determined – we need to make some radical changes in some areas. BPR team found areas where they can make changes to the current processes like:
 - Reduce redundant actions like apply for multiple authorizations, opening accounts, etc.
 - Expand channel access for customers to enter mail into the USPS mailstream.

- Centralized on-line account management
 - Mail and pay anywhere with universal payment account
 - Remove paper documents out of the process.
- Members of MTAC 143 discuss what benefits and value they would like in the SA business model:
 - Mail prep and mail entry rules changes to reduce material waste and achieve greater production capacity.
 - Expand time periods for mailers to enter mail into USPS mailstream. For example – during the FALL season, mailers could enter mail 24x7.
 - Can we load trucks without any inspection of mail being loaded onto the truck?
 - SA business model should be based on a trending verification model where one time mail anomalies are forgiven. USPS should leverage business relationships with MSPs.
 - USPS should specify their minimum mail quality – where if a mailer exceeds the minimum threshold – there has to be costs savings associated to USPS. The MSP should receive rebates for producing high quality mail.
 - USPS needs to specify mail quality price tiers. Based on a mailer’s mail quality – they will qualify/eligible for different pricing.
 - Major benefit – knowing where pallets/mail is anytime.
 - Pay back for doing all this – being able to track mail thru the mail stream.
 - Electronic notification of mail entering USPS mailstream and
 - Optimize electronic interfaces between mailers and USPS
 - Near real-time reporting – waiting a day or more for reports is insufficient.
- SA fears and concerns
 - Instead of USPS sampling a portion of mail -> 100% of the mail will be inspected -> where current price fees with mail owners don’t cover the risk.
 - Same fear exists for mail owner.
 - Workshare discounts should be broken into different mail quality tiers. Based on a mailer’s mail quality should make them certified to claim workshare discounts a a specific mail quality tier. SA business model shouldn’t contain after the fact assessments.
 - Can’t have a business model – where mailer drives 300 miles then accessed extra costs – that’s going to cost someone some money.
 - SA business model is a paradigm shift that’s radically different than the way we do business today – contains a lot of unknown risks.
- The MTAC 143 - face to face meeting will be held on 5/24 from 10-12pm.
- How does it impact critical entry times? TBD