

Meeting Minutes-MTAC Workgroup 143

05/15/2013

Agenda

- MOVE/Update
- Seamless Barriers & Issues

Action Items

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Key Discussions

- Move/Update
 - What is Move Update?
 - Replaces PBV verifications, and is not a new M/U verification for Full Service/Seamless Acceptance mailings – mailers must still perform address hygiene via 3rd party move update method
 - Seamless Acceptance process will have same relationship to Inspection Service as current MERLIN PBV process
 - NCOA Link is the predominant M/U method across the industry, followed by Multiple, Ancillary Service Endorsements and None (most troubling, ~8%)
 - Pulled based on information in the .seg
 - PBV currently calculates threshold across a single mailing, in Seamless, calculated across all pieces run across MPE that trigger a COA and the denominator is pieces with ACS service type ID. Threshold is currently .5% but a new number will be released next week.
 - Is this different than what's on the scorecard currently?
 - Yes, scorecard includes ALL pieces as the denominator, so it will be diluted a little bit.
 - What STIDs are included in the ACS STIDs?
 - According to STID table on RIBBS, anything that requests ACS
 - Trying to develop a reasonable threshold that makes sense in a census world as opposed to the current MERLIN method, want to get a threshold that is comparable to what it is today across the different population – USPS is not trying to charge more or make the threshold more restrictive
 - Is it across all pieces or only those with a ACS STID?
 - Only with an ACS STID, that's all there is data on now. This calculation right now is just being used to generate a reasonable threshold so that the data is not skewed. When it goes live, it would include all pieces.
 - Won't there be a 'fuzziness' in what is learned from this information?
 - PBV extrapolates the M/U error percentage across the entire mailing – in Seamless, invoices are only generated for actual errors that were logged over the threshold
 - Single piece rate pieces are excluded, as long as 'Current Resident', NIXIE, etc. – exclusions are made for things that would never log an error

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- Avoids wide variation of invoices generated by PBV
- Seamless essentially applies a credit to the mailers for all compliant jobs by using a per month basis – i.e. some good mailings can make up for some bad mailings
- Move/Update will not be verified for pieces not on eDoc since Seamless and Full Service require all pieces to be on eDoc.
- Simplified addresses will not generate a COA record and will not be included in M/U – current resident, AND Name or Current Resident won't be included
- Considering enhancements to allow move/update to be bypassed at .seg or .pdr level
 - Will .pbc be an option?
 - It will not, since the relevant field was removed.
- Data analysis being performed to account for 99% and legal restraint move/update methods – results will be presented at a future date
- Barriers for Seamless Acceptance
 - Currently 21 different locations on Seamless Acceptance nationwide
 - No mailers have go over egregious or mailer contact thresholds since onboarding, unless there is some system related issue scheduled to be fixed in an upcoming release
 - Dale (RRD) said there are no barriers seen at this point
 - Charley (Harte Hanks) said to understand how to look at the reports on a daily basis, and that some people are trying to flip the switch too quickly
 - Dave some internal issues to work out before being ready
 - There were a ton of undocumented pieces, because Full Service IMBs that were being paid by hardcopy statements
 - Need time to make sure they are ok with everything they are seeing, even if USPS is OK with everything
 - This is not an uncommon issue across MSPs that have been onboarded
 - MSPs wants references to Mail.dat fields causing issues on the mailer scorecard so they can identify what's going on
 - Garrett said detailed reports provide detailed suggested resolution actions that include Mail.dat fields – please look at resolution column to let us know if it makes any sense
 - The person looking at the reports is in a plant and has no idea what a Mail.dat field would mean – he wants to know what fields are critical ahead of time so they can be prepared instead
 - If you can allow people after the fact to drill down to their database to identify the issue on their end and address it there
 - Garrett asked: he's heard that ability for people to do a reverse lookup for undocumented pieces – wanted Bob Schimek's input

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- There's a lot of resources needed to investigate these issues – MSPs look to software providers to understand the issues and there are only a few people who truly understand everything
- Full Service reports are not fully actionable yet, so there are issues using them to improve data
 - There's a limited number of people who understand this stuff
 - This will be the highest on the mailer's radar
 - Should the errors be worked on at a product level line, i.e. First Class letters
- Financial risk for the mail service providers that doesn't exist today
 - Invoicing instead of just not accepting mail until issues are resolved – compared it to having a lien on their permit
- MSPs would prefer to walk before they run – thinks the USPS is moving too fast on certain aspects of the program
- Kevin Elkin (RRD) reiterated the problem of not having enough resources who understand everything enough to be using the reports and also that they feel pressured to be moving too fast
 - Garrett said a lot of the heavy lifting occurs in the Parallel phase and at the begin, but then the processes end up stabilizing eventually
- Bob (Satori) said it would be very helpful to have the reports provided in a more automated form instead of all the manual steps required in order to access them currently
- Steve Krejcik (PBPS):
 - USPS doesn't want us to barcode machinable mail, but Pritha said they want barcodes on all mail
 - Reject mail needs to be ironed out
- Rose Flannagan (Data Mail) said their main issue is again an internal issues about having enough people to understand and look at the reports
 - They hoped it would be resolved in a few weeks
 - Stated she didn't really have any major concerns about Seamless anymore
- Bob Galaher (NAPM) asked how many mailers, instead of sites
 - Beth indicated it would be able 400 million pieces in May
 - He also asked about how complex the mailing scenarios are that are on Seamless? Indicating that the smaller, less complex sites would be easier to onboard
 - Bob was concerned about how long it would take the process to 'settle down' for the more complex mailers like had been mentioned before
 - Also, he reiterated that a lot of mailers don't have the resources to support the program

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- When you are learning to get to Seamless, while still dealing with normal mail operations, they may not be able to handle everything.
 - Bob also is worried about the appeal process for when mailer's get dinged – how do I defend myself when I get dinged?
 - What is the process and what do I have to produce to prove to the Postal Service that an undocumented piece is not mine?
 - Have you documented anything about lessons learned and best practices from the 20 sites that have been onboarded so far? This could make it easier for additional mailer to identify things that may cause problems.
 - i.e. check this, make sure this process is happening, etc.
 - What are the USPS's plans for the FS pricing?
 - What's the timeline from Parallel through Seamless?
 - Around 2 to 3 months (up to 4) in Parallel, work through the issues, before going to Seamless.
 - The cost to do a Full Service mailing is considerably higher than to do an automation mailing – they are thinking, do I really need a DMU? It is getting too costly for the benefit.
- Lloyed Moss (Window Book) keeps a database of all IMBs that come through their system, making it possible for their client to research barcode errors that are reported.
 - Half of clients don't know they can do it, other half hasn't even turned it on.
 - They can work to educate their clients about this functionality if it will be helpful to resolve Seamless issues.
 - Mark Kolb (UMS) reiterated Bob Gallagher's concerns
 - Other barriers to going live is that it seems as if the burden of proof consistently falls on the mailer – invoices will be handled as 'guilty until proven innocent'
 - Will require a full time position to look into this – it's now 80% or more of Joe Cullen's time to handle these issue – looking to hire someone else
 - Hard to fill position since they need to be IT savvy but also have mail experience
 - Creates more financial burden on the company
 - Needs to be able to cost justify this position since most of the financial benefits are to the USPS
 - Would prefer some kind of process developed by USPS to make sure it doesn't take 6 months to resolve issues
 - Agreed upon amount of detail/evidence required to resolve invoices
 - After this burden of proof issue is resolved, they will basically be ready for Seamless at all 5 sites

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- Joe said they have identified some internal processes that need to change that worked before but will not work in a Seamless environment
 - Working with vendors to come up with tools to prevent undocumented pieces and other problems in a Seamless environment, and to troubleshoot these errors
 - As these tools are developed, things should be diagnosed and fixed much faster
- Sean Baldwin
 - Wanted to understand how chargebacks were going to happen for undocumented mailpieces based on the MID. Has any further discussion happened?
 - Garrett said that a lot of discussion has happened – the upcoming release has new functionality to ‘bookend’ undocumented pieces to be able to better identify who may have provided the mail. This will be discussed in a future discussion.
- Bob Rosser also said that he will need to hire a collections guy to collect money from those who may have originated the problem – he indicated that there were a lot of unknowns
- Craig Graeve (PBPS)
 - Very concerned about the impact of errors during the release schedules – issues with the scorecard or upload errors have been a recurring thing
 - Wants to tighten up the testing to ensure there are no negative impacts to the production environment
- Next Week
 - Conclusion of M/U and October Issues list
 - After those meetings, we will discuss the issues brought up today

Notes/Questions:

- When you're in Parallel, which Move/Update process applies?
 - Currently MERLIN would apply in this scenario
 - Starting in October the new method would be used for all eDoc Submitters over 75% Full Service, regardless of Seamless/Parallel status
- What is the process of notifying people about being turned on to Seamless Parallel?
 - USPS is going to start turning on customers with DMUs over 90% FS volume onto Seamless Parallel – opens up portal into reports and Mailer Scorecard for Seamless perspective.
 - Mail continues to be accepted at the DMU as it is today, these verifications will be in ‘parallel’ with Seamless data collection

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- These mailers will be reached out to through a phone call to explain where all the data is and what the process actually means, why the changes are being made, and other important information
- What does 90% Full Service mean and does it incorporate quality?
 - Bob Galaher is indicating that mailers are stressing about staying compliant about everything already, adding on Seamless Parallel may be too much at once if they still have Full Service issues. He suggested waiting until they have sorted out their Full Service problems before then adding on the additional Seamless Parallel requirements.
- In the invoicing process, if there is a problem that has an assessment, and its determined by the mailer that it was the responsibility of the mail owner and they need to pass it on to them, what if there's no money in the permit?
 - Invoice would go into resolution process. It is similar to the same process used today.
- Harte Hanks stated their High Density volume is incorrectly being included as Full Service eligible when it shouldn't be.