

Communications Processes for Updating Customers During Crisis Events MTAC Workgroup #155

Originators: Maura Robinson – VP, Consumer & Industry Affairs and David Williams – VP, Network Operations

Industry Lead: Lisa Wurman, Quadgraphics

USPS Lead: Dale Kennedy, Business Customer Service & Support

Meeting Notes #2

March 8, 2013

Present:

Dale Kennedy, Krista Finazzo, Katedra Nixon, Bonita Brown, Cheryl Hardy, Daniel Anderson, Chris Armstrong, Jody Berenblatt, Barbara Bolwell, Neil Burke, Jeffrey Day, Alan Deleon, Rich Domagala, Paul Giampolo, Todd Haycock, Sharon Harrison, Joe Hartmann, Roger Mancilla, Vernon Rhames, Christian Rivera, Leonard Rooke, John Sexton, Prathmesh Shah, Wendy Smith, Michael Swigart, Kim Waltz, David West, Lisa Wurman, Cheryl Carter

Next meeting:

March 15, 2013 at 1:00 p.m., Webinar
(Initial meetings will be held weekly, on Friday afternoons. (Exception: week of 3/18/13, during the forum) The schedule will be adjusted as needed.

Charter: Review the current processes and procedures for communication during emergency or crisis events. Provide recommendations for changes to be made by anticipated completion date of May 1, 2013

- Focus:
 - Recommend process enhancements to update existing communications during emergency events.
 - Streamline the flow and timelines of information to stakeholders during these events.
 - Recommend guidelines for the consistent, predictable collection and dissemination of operational impacts.
 - Gain cleared expectations of stakeholder's expectations during the event.

I. Agenda

- Opening
- Review Minutes from 3/1/13 meeting
- Discuss new information received following previous meeting
- Discuss team's review of current Mail Service Update (MSU) webpage w/ feedback
- Discuss Mail Disruption report format w/ feedback
- Next Steps

II. Discussion

- Meeting Date: Due to the upcoming National Postal Forum (NPF), there will not be a meeting scheduled for March 22nd. The next scheduled meeting will be held on Friday, March 28.

- Lessons Learned: A review of lessons learned submitted since previous meeting.
 - There's a need for early warning to help customers/mail service providers (MSPs) to plan for what should be done as an event begins:
 - To assist them in their decision making process, MSPs would like USPS input about whether they should mail into an impacted area or not, with an estimated time of when operations would resume. – *This will be added to the discussion. It's a practice for the USPS to make an asserted effort to avoid going to an embargo situation.*
 - There is a clear need for different types of information for different types of customers.
 - As it relates to safety, if an area is too badly impacted to have employees in the area, it should be listed on the list of impacts. – *There's a toll free number in each area for an employee to call and report their condition, and receive directions on where to report if their work site has been impacted. (The ability for employees to email or text in their status is also in the working phase. The Communication and IT groups are looking at policy changes to make this happen.)*
 - The impact on Remittance mail is critical to companies/mailers ability to adjust any disconnections or late payment treatments to their customers. – *If there's a possible impact for more than 24–48 hours, decisions are made to off-load mail elsewhere. (Extensive contingency plans have been worked on with the Admittance Advisory Council. Pratt Shah will share these plans on a future meeting with the workgroup.*
 - All impacted ZIP Codes should be identified on the initial Mail Disruption report. Once the disaster details are clearer, then the type of impact can be refined as information is provided. – *We will discuss further how to go about doing this to the satisfaction of all customers.*
 - Posting the city and state names along with the ZIP code is critical. In addition, if facility names are used, posting the ZIP codes processed there is necessary.
 - Provide refined published list at least once a day. (This is currently happening, but is important to note that it's still needed.)

III. Roundtable Discussion

- Mailers can take 3-digit ZIPs, but the mail type accepted is needed.
- MSU webpage layout change under the Commercial Mail heading: Suggestions to move DMM, IMM, and Lithium to another area on the page. When looking for details in the DMM and/or IMM, the MSU webpage is generally not the source that is used to locate these documents. (See bullet five under Action Items)
- Pertinent hot links will be used for Consumer reporting, as the need arises. – During crises situations, a red bar reporting Consumer and Small Business updates will be displayed at the top of the main USPS.com webpage. This new practice begun with the last crises situation, and will be an ongoing added feature in reporting updates.
- The MSU webpage can also become a source for the Mailers customer. (See bullet six under Action Items)

IV. Parking Lot

- How much time is needed for mailers to react to a change in a drop-point? Going forward, we need to define what parameters the industry is working in, as we begin to align our processes. (working towards closing the 48 hour window gap)
- In future crises situations, the information reported for "Residential" and "Business" Customers, needs to be clearly identified.

V. Action Items for Next Meeting

- Pratt Shah will run through the National Remittance Mail Plan
- Re-visit the MSU email notifications, establishing a standard way of sending notifications.
- Krista and David will review the MSU webpage, and ensure that links are nested to the proper primary, headers/pockets are clear.
- Add explanation of the links in a “hover” style format.
- David will relocate the DMM and IMM under “Mailer Info”, and Lithium will be moved to the top.
- Business customers email suggestions on what you believe your customers would need to see, if they were to send them to the MSU webpage for updates.
- Review the current Mail Disruption report and No DDU files. Submit any suggestions for changes or updates you would like to see to Dale and Lisa.