BUSINESS CUSTOMER SUPPORT & SERVICES

MTAC Workgroup 155

Final Recommendations Report

4/26/2013

Chair: Maura Robinson – VP, Consumer & Industry Affairs David Williams – VP, Network Operations
USPS Co-Chair: Dale Kennedy Industry Co Chair: Lisa Wurman, Quad/Graphics

Executive Summary

The purpose of workgroup #155 was to improve communication processes for updating consumers, small businesses and commercial mailers during weather-related and other natural disasters or events. The workgroup was tasked with reviewing the current processes and procedures for communication, and providing recommendations for changes to the Mail Service Update webpage, and to the real-time notification process for emergencies.

The workgroup's efforts included weekly conference calls that spanned from March 1, 2013 to May 13, 2013. The workgroup was comprised of 55 members from the mailing industry and the US Postal Service. The industry was represented by mail owners, mail service providers, consolidators, printers, and pre-sort bureaus; with representation of all mail classes. The US Postal Service was represented primarily by Business Customer Support and Services, in addition to Processing Operations (Remittance Coordinator), Emergency Preparedness, Delivery, Sales, Field Employees, Corporate Communications, Consumer & Industry Contact, and Consumer & Industry Affairs.

Recommendations – Generated/Adopted:

The workgroup generated a list of recommendations that have been adopted into practice.

- It was determined that the name of the webpage did not best describe its intent. At the recommendation of Workgroup #155 and USPS HQs, the name was changed from "*Mail Service Update*", to "*USPS Service Alerts*".
- It was determined that the information on the webpage was not clear and concise, and did not meet the needs of both, the Residential and Commercial Customer. At the recommendation of Workgroup #155, the segment information was modified to clearly define each segment, and to provide relevant information for both customer groups.
- The Workgroup agreed with the actions of Postal HQs Delivery and Emergency to create an Operations Impact Reporting Module to provide timely, accurate, and consistent update information on Postal Delivery Units in the impacted areas. We will explores this option for Processing Operations also.

Recommendations – Parking Lot:

It is recommended that the USPS explore some additional ideas of improving communications for *real time* message. The elements were explored, and can be found in Appendix I.

- Explore the use of commercial facilities to support the Post Offices, during a crisis event. (Th*is was identified as being outside of the charter of the*

Workgroup and will be handed off to the USPS Network Operations group for consideration.)

- Explore the opportunity of automated messaging.
- Explore options for finding a short term mechanism to alert mailers with FAST appointments to redirections being made as trucks were in route.
- Explore the feasibility of having the USPS Service Alerts webpage link added to the FAST dashboard during an event. (*This will be handed off to the FAST group.*)
- Look at crisis notifications more broadly; to encompass how companies benefit from information sharing between the USPS and other companies maximize the possible synergy of all involved in the recovery after the event (i.e. telephone company, electric company, etc.). (This item was also determined to be outside the charter of the Workgroup and will be share with Emergency Preparedness for further review.)

Conclusion:

The recommendations developed by the workgroup resulted in a more defined and informative webpage design, that now gives a significant advantage to notifying customers, and being proactive. The recommendations produced a new webpage design for mail service updates, enhanced existing communications' and streamlined the flow and timeliness of information to customers during national disasters or disruptive events. Displaying clear mapping, the new webpage design addresses the needs of the consumer and commercial customer; as shown in Appendix's A – F.

As a follow-up to ensure that all changes are working, and continue to meet the customer's needs, the Mail Service Update email account (mailserviceupdate@usps.gov) will be used to communicate feedback on the new design, and its effectiveness.

Workgroup #155 resulted in additional benefits:

- Presentation and discussion on the Remittance Mail Contingency Plan
- Improved notification process for impacts of disasters or events.
    - During the initial phase of a disaster/event, notifications will be posted twice daily. (mid-day and before 5:00 p.m. ET)
    - The Plant Manager sends the information to the BSN representative, and the rep notifies the mailer, providing the mailer with timely updates on changes for trucks that are in route to a Postal plant.

Appendix A: Mail Service Update webpage – Prior to Workgroup #155

Mail Service Updates

Feb. 7, 2013 – 1:20 p.m. ET

Mailer information — what's HOT

NDC holiday schedule, pending route adjustments, modern service standards and more!

USPS facilities

DUO changes Scheduled closings

POST Plan status report

Winter 2013 facilities consolidation list
PDF | Excel

Change of address

Click here to change your address.

These real-time mail service updates are designed to make mailers aware of service suspensions at Post Offices for any reason, including natural disasters, such as floods or fires. The USPS Business Customer Support and Service office, BSN HQ communications manager, maintains this information. Also see: International service updates.

Current updates:

National mail service disruption report PDF | Excel

Hurricane Sandy

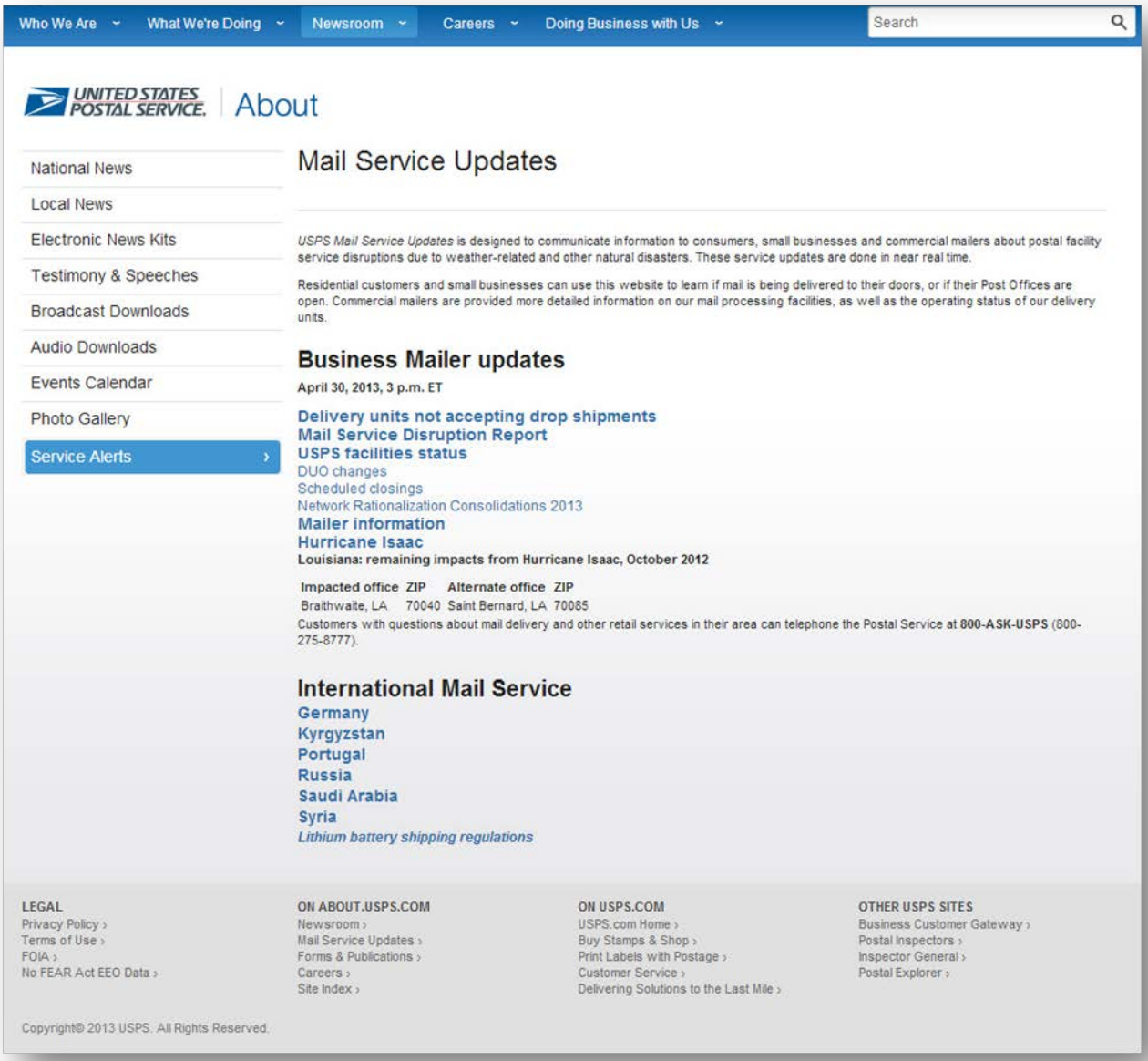
Hurricane Isaac

Lives

International mail service

Australia	Belgium	Brazil	Britain
Costa Rica	Denmark	El Salvador	Finland
France	Germany	Greece	Guatemala
Honduras	Hungary	Iceland	India
Ireland	Italy	Japan	Kenya
Libya	Luxembourg	Malta	Netherlands
Norway	Peru	Philippines	Poland
Portugal	Romania	Rwanda	Sint Maarten
Spain	Syria	Thailand	Turkey
Uruguay	Yemen	Zimbabwe	

Appendix B: Mail Service Update webpage – Current state



Who We Are | What We're Doing | Newsroom | Careers | Doing Business with Us | Search

UNITED STATES POSTAL SERVICE. About

- National News
- Local News
- Electronic News Kits
- Testimony & Speeches
- Broadcast Downloads
- Audio Downloads
- Events Calendar
- Photo Gallery
- Service Alerts ›

Mail Service Updates

USPS Mail Service Updates is designed to communicate information to consumers, small businesses and commercial mailers about postal facility service disruptions due to weather-related and other natural disasters. These service updates are done in near real time.

Residential customers and small businesses can use this website to learn if mail is being delivered to their doors, or if their Post Offices are open. Commercial mailers are provided more detailed information on our mail processing facilities, as well as the operating status of our delivery units.

Business Mailer updates

April 30, 2013, 3 p.m. ET

Delivery units not accepting drop shipments
Mail Service Disruption Report
USPS facilities status
DUO changes
Scheduled closings
Network Rationalization Consolidations 2013
Mailer information
Hurricane Isaac
Louisiana: remaining impacts from Hurricane Isaac, October 2012

Impacted office	ZIP	Alternate office	ZIP
Braithwaite, LA	70040	Saint Bernard, LA	70085

Customers with questions about mail delivery and other retail services in their area can telephone the Postal Service at **800-ASK-USPS** (800-275-8777).

International Mail Service

Germany
Kyrgyzstan
Portugal
Russia
Saudi Arabia
Syria
Lithium battery shipping regulations

LEGAL
Privacy Policy ›
Terms of Use ›
FOIA ›
No FEAR Act EEO Data ›

ON ABOUT.USPS.COM
Newsroom ›
Mail Service Updates ›
Forms & Publications ›
Careers ›
Site Index ›

ON USPS.COM
USPS.com Home ›
Buy Stamps & Shop ›
Print Labels with Postage ›
Customer Service ›
Delivering Solutions to the Last Mile ›

OTHER USPS SITES
Business Customer Gateway ›
Postal Inspectors ›
Inspector General ›
Postal Explorer ›

Copyright© 2013 USPS. All Rights Reserved.

Appendix C: Preliminary Mock-up webpage design – Workgroup #155

Mail Service Disruptions

New delivery schedule: Six-day package delivery. Five-day mail delivery. Read more»

April 9, 2013, 12:00 ET

USPS Mail Service Updates is designed to communicate information to consumers, small businesses and commercial mailers about postal facility service disruptions due to weather-related and other natural disasters or events. These service updates are done in near real time. Residential customers and small businesses can use this website to learn if mail is being delivered to their doors, or if their Post Offices are open. Commercial mailers are provided more detailed information on ~~our~~ mail processing facilities, as well as the operating status of ~~our~~ delivery units.

Customer who receive door-to-door service, & purchase goods and services for personal use

Customer who mails or prepares material for mailing

Mail transmissions to points other than the United States, its territories, and possessions.

Residential Customers

- **Will I receive my mail today?**
- **Will my Post Office open today?**
- **Change of Address**
- **Holding Mail**

We could include the following language, with a link to the form.
Q. How do I get the post office to hold my mail?
A. Complete and give *"Authorization to Hold Mail"* PS Form 8076 to your letter carrier or mail to the post office that delivers your mail.

Commercial Mailers

- **Delivery unites not accepting drop shipments**
- **Mail Service Disruption Report**
- **Post Office Hours Change**
- **Mailer Information**

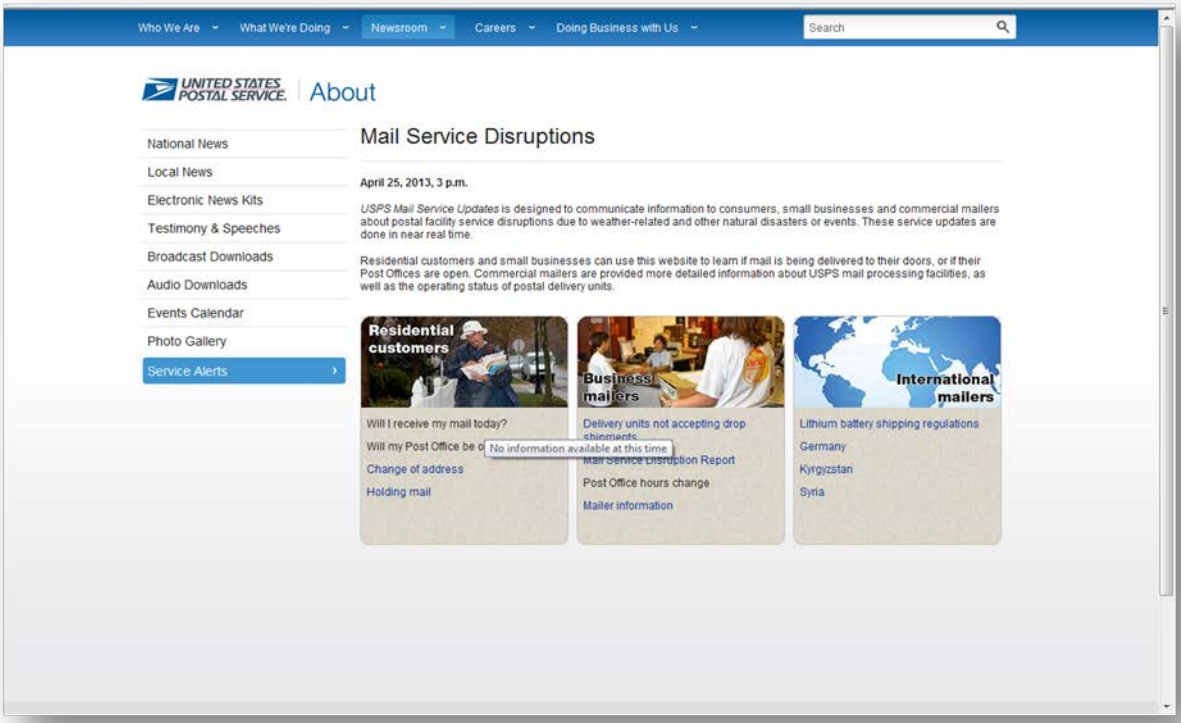
We could include the following language, with a link to the webpage.
Q. What is considered a "Permanent Change"?
A. If you have no plans to move back to old address.

Q. What is considered a "Temporary Change"?
A. If you plan to move back to your old address within 12 months. The initial forwarding period will be limited to a maximum of 6 months, which may be extended to a maximum of 1 year.

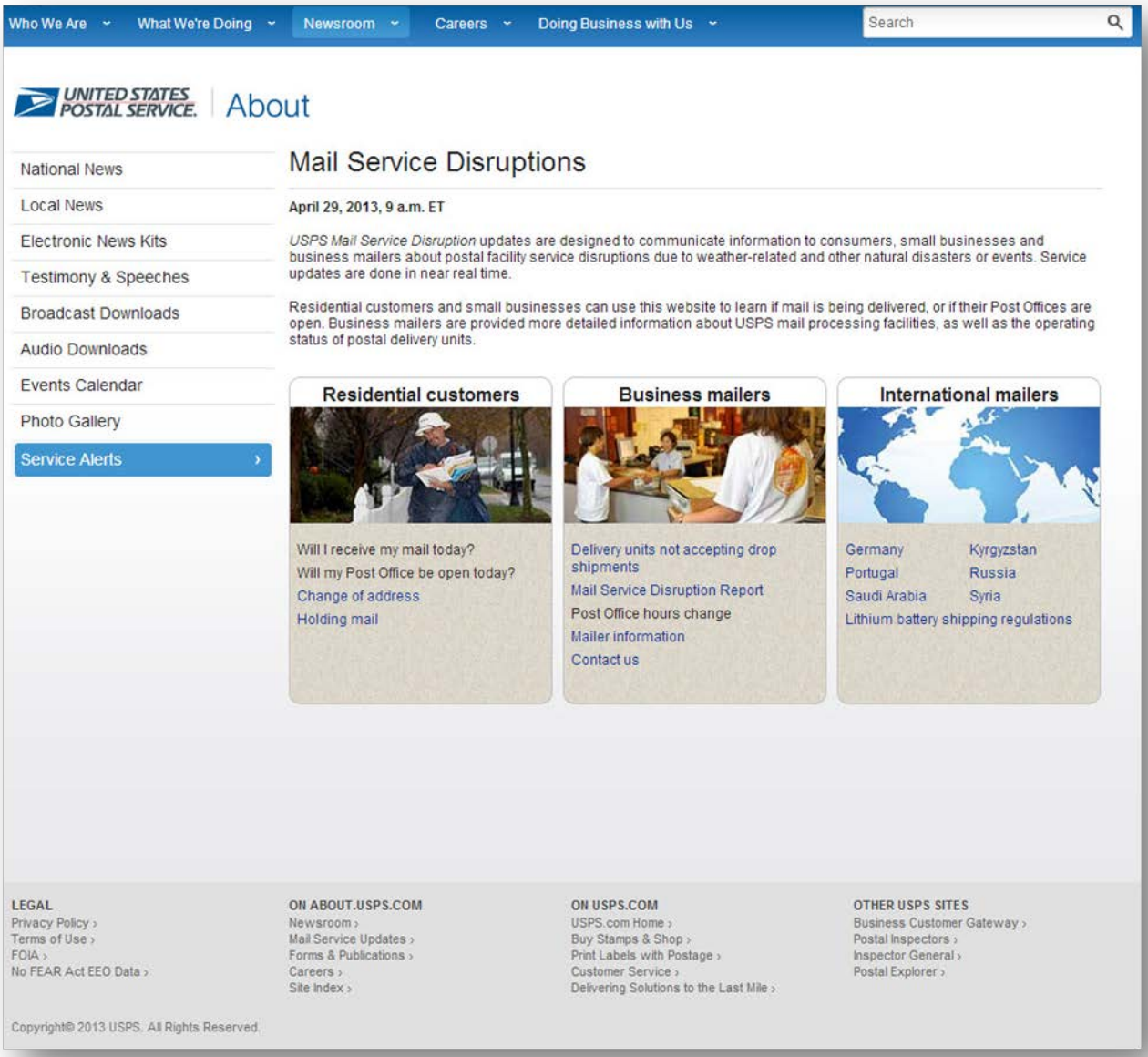
International Mailers

- **Lithium battery shipping regulations**
- **Question from Krista – should a basic hotlink be included that represents country listings? So its understood that this could change based on events in/of a specific country?**
- **Germany**
- **Great Britain**
- **Kyrgyzstan**
- **Syria**

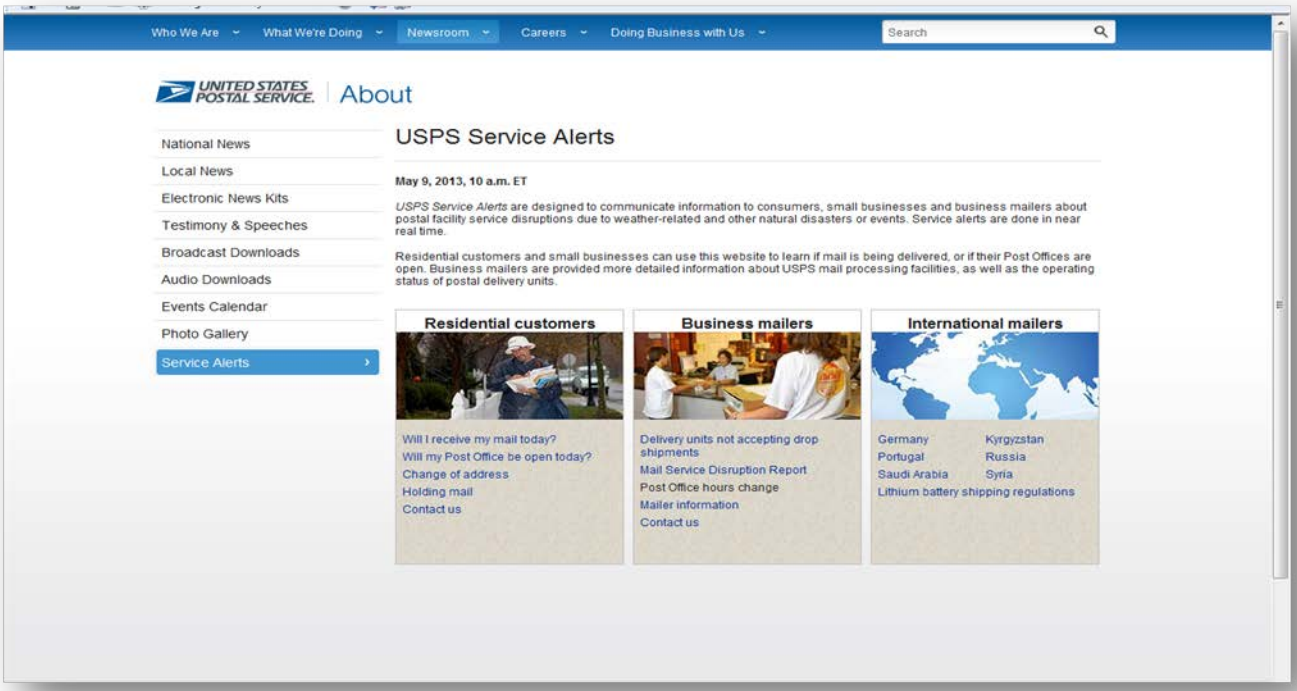
Appendix D: Mock-up webpage design staging Link #1 – Workgroup #155



Appendix E: Mock-up webpage design staging Link #2



Appendix F: Mock-up webpage design staging Link #Final Design
(Note – The green message bar will be used when there's a hot issue.)



Appendix G: Roster

Goggins Dyson, Agnes (Denise)	USPS, Northeast Area
Deleon, Alan	Capital One
Bolwell, Barbara	American Express
Brown, Bonita A	USPS, HQ - BCSS
Tristan, Bruno L	USPS, District Mngr of Rio
Hardy, Cheryl	USPS, HQ - BCSS
Lee, Cheryl	Social Security Administration
Armstrong, Chris	Harte Hanks
Rivera, Christian M	
Simone, Christine	USPS, Mail Exceptance
Kennedy, Dale	USPS, HQ - BCSS
Anderson, Daniel	USPS, Delivery
Gorham, David	CSG
West, David E	USPS, Corporate Communicatons
Drewek, Erv	Brown Printing
Miles, Frank	American Express
Whalen, Frank	
Adkins, Jared	AT&T
Day, Jeffrey C	USPS, Delivery
Berenblatt, Jody	Gray Hair
Hartmann, Joe	Farrington
Defelice, John	JP Morgan Chase
Sexton, John	Pitney Bowes
Gonzalez, Juan W	USPS, Plant Mngr New Orleans
Nixon, Katedra	USPS, HQ - BCSS
Waltz, Kim	Cathedral
Finazzo, Krista	USPS, HQ-Consumer Advocate & Cust. Relations
Seaver, Kristin A	USPS, MOSS Northeast Area
Ruppel, Kurt	IWCO
Rooke, Leonard P	USPS, NE Area (C&IC Mngr)
Gustason, Linda	Quad/Graphics Diect Marketing
Wurman, Lisa	Quad/Graphics Diect Marketing
Marion, Maureen P	USPS, NE Area (Corporate Communications)
Swigart, Michael A	USPS, Emergency Prepardness
Zalewski, Michelle	ALG Worldwide
Burke, Neil	USPS, Sales
Davis, Paul	Social Security Administration
Giampolo, Paul	Vilassis
Shah, Prathmesh S	USPS, Processing & Operations
Domagala, Rich	Mistic Logistics
Giolito, Richard	USPS, BSN Northeast Area
Mancilla, Roger	First Data/Remitco
Flanagan, Rose	Data Mail