

MTAC Workgroup 165

Tuesday, September 2, 2014

Kick-Off Meeting Agenda & Notes:

- Welcome
 - Roll call – first time only for introduction
- Mission Statement
 - Review MTAC Workgroup 165 Document
- Goals
 - Improve MDA Help Desk Process
 - Identify Recommendations for improvements or enhancements
- Ground Rules
 - Be mindful of background noise (put selves on mute if needed)
 - Open communications with Parking Lot process – feel free to share ideas, concerns, recommendations, but items may need to be placed in a “parking lot” for future follow-up and/or future agenda item
 - Maintain respectful communications
- Review Centralized MDA Customer Service Help Desk Process
 - Open Line calls are being hosted daily for mailers from August 18th to September 18th to go over the new MDA contact process and allow for questions, comments, concerns, feedback, suggestions and recommendations
 - MDA Customer Service Help Desk Process presentation shared and will be distributed to MTAC 165 Workgroup – it is also posted on RIBBS at <https://ribbs.usps.gov/index.cfm?page=bmasupport> under *Important Links*
 - MDA Centralization migration efforts started back in 2011 when the number of MDA positions was reduced to 35 MDAs across the country
 - Since that time, there has been a blend of “direct” customers (those that still contacted “their” MDA directly) and customers that were migrated to contacting the MDA Support Center (especially if they “lost” the MDA positions in their district/local area)
 - On July 14, 2014, a new system and process was implemented to centralize all calls and emails to one MDA Customer Service Help Desk so that all customers anywhere in the Nation could be connected directly with the “next available” MDA by calling the 1-855-593-6093 number or by sending an email to MDA@usps.gov . Callers can also connect with the MDA working their ticket by using their MDA Ticket number and entering it in the phone menu options 3 (the ticket number acts as the assigned MDA’s extension to connect directly)
 - The centralized approach allows for quicker access to and MDA who is “ready” to assist; more equitable balance of MDA workload; greater visibility; and will provide insight to help manage service
 - USPS is looking for ways to improve the MDA customer service process and help meet customer needs
 - As part of this MTAC workgroup, USPS will be analyzing reasons for customer calls, ways to enhance MDA training, ways to enable BMEUs to help with customer questions; ways to spread the word to customers about the resources available to them

- Open Communications:
 - MDAs need more authorization to approve pieces so they are not rejected at BMEUs
 - Need a way to communicate MDA evaluations/decisions/authorizations to BMEUs (i.e., eBSN)
 - There are currently two programs to help: PCSC has a program and MDAs have the EMAC program (Enhanced Mailpiece Automation-Compatibility)
 - For exceptions to pieces that have already been creating – contact local BMEU. They will escalate to the District Manager of Business Mail Entry (MBME) who will determine if they can grant an exception or if it needs to be escalated to PCSC.
 - If it is a non-revenue issue (i.e. spelling issue) – the MBME has the authority to grant exceptions – mailers should not go to MDAs for these types of exceptions
 - MDAs are a great resource to use prior to printing a mailing. They can help during the design phase to ensure the mailing will be in compliance
 - **Action Item:** Communicate to the Industry when to escalate requests locally, to PCSC, and when to seek MDA assistance
 - MTAC Workgroup provide recommendations on best way to help communicate
 - There is confusion regarding the type of assistance BMEUs can provide versus when to commission the assistance of an MDA
 - MDAs are ideal to incorporate in the Design/Planning Phase
 - BMEUs can assist with determining if a mailpiece is in compliance
 - MDAs assist with mailpiece evaluations that require special equipment, such as measuring paper quality and ink color reflectance testing
 - ❖ **Question/Recommendation:** Is there a checklist MDAs can send customers that can help expedite the request?
 - There is an MDA request form posted on RIBBS
 - **Action Item:** MTAC workgroup, please review and provide feedback for the next meeting: *MDA Assistance Request Form* ([PDF](#))
 - MTAC Workgroup can help by promoting 2-way communications – *what do MDAs need from customers to help improve the interaction process?*
 - **Action Item:** Poll MDAs for suggestions
- **Topics for next meeting:**
 - MTAC Workgroup MDA Customer Service Experiences
 - Send Kim and Claudia some of your experiences with the MDA Help Desk since the launch of the new Contact Process – good, bad, right or wrong -- How was the service? How was the quality?, etc.
 - Send any concerns or issues with the new process for discussion
 - **Send by Friday, September 12, 2014**
 - MDA Customer Service Help Desk average call and email volume
 - Map of MDA locations
- Build consensus for frequency, day of the week, and time for meeting
 - Agreed to bi-weekly meetings on Tuesday at 3PM ET
 - **Next Meeting: Tuesday, September 16th at 3PM ET**

Tuesday, September 16, 2014

Agenda & Notes:

- MDA Customer Service Help Desk average call and email volume
 - Average Daily incoming call volume: **108**
 - Range: 75-172
 - Average Daily incoming email volume: **250**
 - Range: 199-303
- Map of MDA locations
 - Map also contains locations of back-up MDAs who are called upon to fill MDA positions for MDAs that are on extended leave or if there are vacancies
- Customer Question Topics
 - Shared summary of MDA Customer Service Help Desk Ticket Categories for the month of August
 - While not surprisingly, the majority of questions are MDA topic related, there are categories/questions that can be addressed at the local level by the BMEU or district Mailing Requirements Office
 - **Question:** How do we migrate those calls/customers from calling the MDA Customer Service Help Desk to the correct resource?
 - **Recommendations:**
 - Create/Use a form that customers complete to ensure all the information needed is provided
 - **Action Item:** **Marsha** to share form used by their customers
 - Create a Mailpiece Design Quick Service Guide or Quick reference guide that includes commonly asked questions related to MDA. Something “quicker” and “easier” to use than it would be to search the DMM. Something specific to mailpiece design.
 - **Action Item:** **ALL**, submit questions/topics/references to add to this guide that will be helpful to your mailpiece design. Include recommendations as to where it should be posted for easy access.
 - Create a wizard, online self-service tool that will help guide customers through mailpiece design assistance.
 - **Action Item:** **Ana** to check and see if USPS still has the Decision Tree designed previously that assisted customers through mailpiece design
 - **Action Item:** **John** asked to provide an illustration and/or additional information regarding the recommendation
 - Create an online tool similar to the ABRM tool, but for large mailers that can't use the ABRM artwork. Given that the ABRM generated artwork is camera ready, large mailers have a need for a different format/tool, that will allow them to change the size of the artwork without distorting the information and assist them with ensuring that the artwork/mailpiece meets spacing requirements.
 - **Action Item:** **Marsha (?)** to write up need and recommendation for consideration

- MTAC Workgroup MDA Customer Service Experiences
 - We still want your feedback. All MTAC 165 members are asked to submit feedback regarding their experience with the MDA contact process – good, bad, what’s working, what isn’t, etc.
 - Review comments submitted:
 - Reviewed MDA Assistance Request Form ([PDF](#)) posted on RIBBS: <https://ribbs.usps.gov/index.cfm?page=bmasupport>
 - **Action Item:** USPS to incorporate recommendations submitted and share during next meeting.
 - **Recommendation:**
 - The request should not be “required”, but should be made available – especially for first time customers and also for field use when referring customers to MDA Customer Service Help Desk or when calling on behalf of customers to open an MDA ticket.
 - Make the form electronic so that it can be populated and attached to emails to MDA Help Desk
 - Future: Make the form automated so that it can be populated and automatically submitted to MDA for assistance
 - Industry understanding that if an MDA approves and/or says a piece is okay in an email, that should be enough when presenting at BMEUs that don’t think the piece meets requirements
 - Yes and no – the MDA process that assists with that issue is the EMAC (Enhanced Mailpiece Automation-Compatibility) review
 - EMAC is a formalized process that provides additional support and documentation for MDA evaluations
 - High-level overview of the MDA EMAC program
 - Go to <https://ribbs.usps.gov/index.cfm?page=bmasupport> and click on Enhanced Mailpiece Automation-Compatibility (EMAC) ([PDF](#)) to learn more about EMAC
 - Customers are not aware of the EMAC program even though it’s posted on RIBBS.
 - **Recommendation for Communicating MDA Updates/Changes/Programs:**
 - Send out Industry Alerts
 - Incorporate into PCC workshops
 - Possibly create videos, post on YouTube
- **Action Items:** Submit to Kim and Claudia **by Friday, September 26th**.
- **Topics for next meeting:**
 - Review remaining industry feedback
 - Status Check on Action Items
 - **Next Meeting:** Tuesday, September 30th at 3PM ET

Tuesday, October 7, 2014

Agenda & Notes:

- Review industry feedback:
 - Not providing timely responses-some issues still open
 - [Recommendation](#): Monitor MDA responses and response times. Not just quantity, but also look at quality.
 - Provides recommendations rather than requirements
 - Want to make the assumption that whatever is recommended falls within the requirements
 - [Recommendation](#): If the piece does not meet the requirements, make it clear. Customers want to know:
 - Is the piece ok?
 - If not, what is the requirement? (include the reference)
 - Provide recommendations for the piece to be in compliance
 - There is an assumption that if an MDA makes a recommendation, it will be in compliance?
 - No such assumption should be made
 - MDA's give a courtesy reviews and evaluations – there may be other aspects of the mailing that may pose an issue during the acceptance process – especially if the MDA is not evaluating the production piece
 - The EMAC program aims to address this issue with production pieces
 - There is an escalation process if customer is dissatisfied
 - Pieces can be escalated to PCSC for final agency decision
 - Do incorporate the MDA in pre-production since their assistance can lead down the right path and prevent major/costly issues
 - Mailer is still responsible for ensuring that each mailpiece meets all the requirements
 - [Recommendation](#): MDA should give a disclaimer*
 - eMails get a quicker response than telephone calls
 - Phone calls are more one on one - feel more comfortable with information given since it allows for Q&As, but customers want the information in writing as well
 - [Recommendation](#): A phone call should be followed up with an email, especially if references were provided
 - Has provided incorrect information, knowledge skill-set issues, incomplete responses
 - Once a ticket is closed, a new ticket will need to be created if the customer calls back about the same issue.
 - [Recommendation](#): Whether by phone or email, advise the customer that the ticket will be closed and allow time for customer follow-up to ensure they got the information needed.
 - [Recommendation](#): Consider the ability to reopen tickets if the customer does not feel their question was answered. This can also serve as a metric and help identify possible training needs.
 - MDA will be migrating to a new ticket recording system. We will look at the ability to reopen a ticket and how to measure

the SLA. We know timeliness of responses is a concern for the industry, but so are complete and correct answers.

- [Recommendation](#): Identify Subject Matter Experts that new/inexperienced MDAs can consult with if they need assistance. Would much rather deal with someone who knows the topic.
 - [Feedback](#): Customer shared experience when an MDA brought in another person on the phone as a conference call for a consult. Worked well.
- No relationship and Inconsistency
 - Customers miss the Personal relationship built over the years with their local MDAs
 - It saved time to work with an MDA that already knew the uniqueness/business needs of the customer. Takes time to have to re-explain every time – some MDAs “get it” some don’t.
 - [Recommendation to the Industry](#): Have seen a best practice where customers give an intro about their company, all the needed information to open the ticket (company name, address, permit information, etc.) and uniqueness (i.e., unique zip+4) as an intro to every email submitted to MDA – it’s part of their email template.
 - Customers can still request to work with a specific MDA. MDAs are trained to offer assistance, but can pass along the ticket to the requested MDA if they are available
- **Topics for next meeting:**
 - Share information on BME Business Solutions Center (BSC) Pilot Site – open for recommendations
 - Remaining industry comments
 - MDA industry requests/recommendations
 - [Next Meeting](#): **Tuesday, October 14 at 3PM ET**

Tuesday, October 14, 2014

Agenda & Notes:

- BME BSC Pilot Introduction
 - BSC being created in response to industry need for in-person/local mailing consultations:

Description: The Business Solutions Center (BSC) is designed to provide a centralized location within a BMEU or post office to assist, support and educate mailers regarding business mail including but not limited to Full Service, Seamless Acceptance, eInduction, eVS and Mailer’s Scorecard.

Objective: Assist all customers with identifying the best business mailing solution for their commercial mailing needs through consultation, diagnostics, research, recommendations, and hands on assistance. Simplify the mailing process by identifying their mailing needs and recommending mailing solutions specific to those needs

Assist with:

- Commonly asked MDA Customer Service Help Desk Q&As that the BSC BMEU can help with such as
 - Business Reply Mail
 - Folded Self-Mailers
 - Full Service
 - EDDM
 - Political Mail
- Hands on personal assistance with:
 - BCG customer enrollment
 - Identifying software solutions to meet Full Service and Seamless eligibility
 - Use of Self-Service-Terminal (SST) to expedite mail acceptance
 - Mailer Scorecard troubleshooting
- Customer Education
- Questions:
 - Who will be in this center? BMEU- acceptance employees and mailing requirements (if available –not all BMEUs have Mailing Requirements employees)
 - How many pilot sites? Just one pilot site for now and then slowly roll out nationally – possibly start at the district BMEUs and/or large metro BMEUs
 - Does it affect hours of operation? The BSC will be open during the BMEUs hours of operation, but we are also exploring creating additional self-help tools for customers that can be available 24/7
- [Recommendation](#)- have employees that specialize in certain topics to have local Subject Matter Experts
- Feedback: it is not as easy now to find the information - any way to do that quickly would be helpful
- [Action Item](#): Summarize the Industry Concerns in the Excel File
- **Topics for next meeting:**
 - Identify MDA Help Desk Enhancements Changes to help improve Customer Service and meet mailer needs.
 - MDA Feedback/Industry Request
 - Review Action Items
 - [Next Meeting](#): **Tuesday, October 28 at 3PM ET**

Tuesday, October 28, 2014

Agenda & Notes:

- Incorporated industry feedback to add “comments” to the “Workgroup Issues and Recommendations” excel file and added a column for final action to be recorded
- Continued to work through issues/concerns. Notes added to the excel file and recommendations recorded (see “Workgroup Issues and Recommendations” excel file)

- **Action Item: ALL**, review file and insert additional comments and/or recommendations. Send to Claudia and Kim to incorporate. **Items/feedback submitted by COB Monday 11/3 will be added for sharing and discussion on Tuesday 11/4**
- It was agreed that meetings will change in frequency to Weekly
- Need to begin identifying recommendations that can be implemented by the 12/31 target date and those recommendations that will be submitted for future consideration
- **Topics for next meeting:**
 - Identify MDA Help Desk Enhancements Changes to help improve Customer Service and meet mailer needs.
 - MDA Feedback/Industry Request
 - Review Action Items
 - **Next Meeting: Tuesday, November 4th at 3PM ET**

Tuesday, November 4, 2014

Agenda & Notes:

- **Reviewed Issues Table and Recommendations**
- MDAs request that customers provide (or be ready to provide) all their contact information up front to minimize back-and-forth emails
- Artwork request form from this workgroup - changes have been incorporated – will send out with notes for additional feedback/suggestions
- Crop marks need to be included with samples electronically submitted
- Helpful for local post office to know reasons why the ABRM tool may not work (i.e., non-PostalOne! site, known issues, etc.)
 - Maybe include the known issues on the ABRM landing page or instructions on when to contact an MDA (help save time)
- Once a ticket number is assigned for an issues, a different person than the original person who opened it should be able to call in and follow-up – a new ticket should not be opened if it is all related
- There is currently an escalation process
 - If issues arise at the point of acceptance following MDA recommendations – mailers can appeal to the BMEU manager
 - When escalating concerns regarding MDA service, customers should include their ticket number
- EMAC document on RIBBs needs to be updated and shared with postal and industry -- promote via PCC advisory and webinars, send out industry alerts
- There is no search engine on RIBBS making it difficult to locate information
- Incorrect information provided: a SME should be identified to review new MDAs responses and for new MDAs to use as a reference
- **Topics for next meeting:**
 - Identify MDA Help Desk Enhancements Changes to help improve Customer Service and meet mailer needs.
 - Review Action Items
 - Begin identifying recommendations to implement
 - No meeting November 11th due to the holiday

- **Next Meeting: Thursday, November 20th at 10AM ET. For those attending MTAC in L'Enfant, we'll be meeting in room 11226 – we look forward to seeing you! Dial-In Invite sent separately.**

Thursday, November 20, 2014

Agenda & Notes:

- Continued going over items in the Issues & Recommendations table
- There is a perception that BMEU employees do not have time to assist mailers
- Concerns raised regarding BMEU authority over a mailing as it makes its way through processing – also inconsistency across BMEUs (note: not within the scope of this workgroup – added to the “Parking Lot”)
- There is a perception that if MDA says it is good, there should be no issues with the mailing
- Discussion ensued regarding MDA level of authority
- **Action Item:** Ask PSCS for data analysis on issues escalated to them in which MDAs provided incorrect information
- **Topics for next meeting:** Continue discussion of Issues and Recommendations List
 - **Next Meeting: Tuesday, November 25th at 3PM ET**

Tuesday, November 25, 2014

Agenda & Notes:

- Review of Issues and Recommendations List
- Physical Review with MDAs within proximity
 - Customers did not know they could meet with MDA in person. Customers can send email or phone call to request an in-person meeting with MDA
 - Add - Go to local BMEU and see if the request needs to be escalated to MDA
 - As a group is this what we would like? Would this be helpful?
 - Concern about BMEU and will they have enough time. This is an overall concern.
 - BSC Concept and Rollout – they will provide in-person assistance and help determine when an MDA is needed
 - Concerns about the knowledge of BMEU employees
 - BMEU - acceptance determination vs. MDA evaluations
 - EMAC program discussion
- **Action Item:**
 - Send EMAC letter template and checklists to group for review and provide feedback – sent 11/25.
 - **Feedback Requested by 12/09**
 - Review USPS Service Standards to determine the approximate time needed to submit physical samples
 - Discuss time necessary to complete EMAC evaluation with MDAs
 - Create fictitious file in EMAC SharePoint site to show MTAC Group
 - Publish DMM Advisory and BMA Newsletter
 - Schedule Clerk and MDA LMS Training
 - Prepare and administer external training for Feb. MTAC meeting
 - Propose training session for NPF

- **Topics for next meeting:** Continue discussion of Issues and Recommendations List

Tuesday, December 2, 2014

Agenda & Notes:

- **Reviewed Issues Table and Recommendations**
- Entered additional recommendations and notes into the Table and Recommendations table in **BLUE**
- Group is scheduled to sunset this month – we need to build consensus around the recommendations that we will push forward.
 - **Action Item:** *ALL* – Review Column B of the “Issue & Recommendation Tracking Tab – *are all issues related to the MDA Help Desk process covered?*
 - **Action Item:** *ALL* – Review Column D of the “Issue & Recommendation Tracking Tab – *are the recommendations actionable and do they properly address the concern/issue? Should the recommendation be pushed forward as a recommendation from the group?*
 - **Action Item:** *ALL* – Review the blue “Recommendations” Tab. This tab will reflect the recommendations from the group to help meet the Desired Results of this workgroup
 - **Action Item:** *ALL* – there is a recommendation to create a customer MDA Quick Reference Guide – *what topics/references should be added to this guide that will be helpful?*
- PCSC joined as guests and shared their findings regarding MDA related evaluations/rulings.
 - In the past 2 years, 5 were identified in which the MDA gave wrong information to the customer. In some of those cases, it was due to a misinterpretation of the requirement
 - It was also shared that in cases that get escalated to the PCSC, if PCSC finds that a USPS gave incorrect information or a wrong ruling, they have granted exceptions for mailers to pay the price quoted.
 - Such reviews are not limited to the EMAC program.
- Shared that there are 3 ways to obtain confidence in a mailpiece design: Regular MDA program, EMAC (formalized letter and process – ideal for entering mail across multiple locations), and the PCSC National Customer Ruling (NCR) program (ideal for large volume/National mailers).
 - More information on PSCS NCR program is can be found on Postal Explorer: <http://pe/PCSC/PCSCHome.asp>
- Recommend covering all 3 programs in customer communications so they are aware of their options
- Recommend BMEUs also become aware of these programs so they can make recommendations to customers about which program they should use
- **Action Items:**
 - Send out updated Word version of the MDA Request form with updated MTAC notes -- sent 12/2
 - Send out location of Pub 25
- Started go around – feedback on the overall Issues & Recommendations file and workgroup process
- **Topics for next meeting:**
 - Pick up consensus process on recommendations to push forward on behalf of the group starting on Item 15

- Continue go-around for all members – looking for individual perspective from each workgroup member on the following:
 - Did we cover all issues? (Your issues?)
 - Did we capture the correct/right recommendations that will help improve customer perceptions about the MDA Help Desk process?
 - Are we on the right track?
 - Is anything missing?
- **Next Meeting: Tuesday, December 9th at 3PM ET**

Tuesday, December 9, 2014

Agenda & Notes:

- Emphasized that as we near this group's end date, we want to ensure that every team member's concerns were voiced, addressed, and that we are identifying the right recommendations to help improve the MDA Customer Service Experience and meet mailer needs (within scope)
- Picked up review starting on item 15 and stopped at item 22
 - New comments, recommendations, and next steps are noted in blue in the *Issues & Recommendations* spreadsheet
- Dale shared that he looked into the cost of a reflectance meter for private purchase and was near 7K.
 - While cheaper, concern that there is a cost associated with mailing in samples for MDA review
- **Action Items:**
 - **Claudia** to send out commonly asked MDA Q&As with meeting notes.
 - **All**, review and provide feedback by next meeting (can send via email to Kim and Claudia or be ready to share comments during the next meeting)
 - Does this document address your most common questions?
 - Which questions should we add that will be helpful?
 - Where should we post this?
- Continued go around – polled the following team members:
 - Danielle
 - Ellie
 - John
 - Leanne
 - Miguel
 - Nancy
 - Pam
 - Cynthia
- Comments noted:
 - "I'm Ok with the what we have"
 - "Excellent Job"
 - "Ok"
 - "Like what I'm seeing"
 - "Everything is fine – great"
 - "All is well"
 - "Excellent job. Captures my concerns and addresses my needs"

- **Topics for next meeting:**
 - Pick up consensus process on recommendations to push forward on behalf of the group starting on Item 22
 - Continue go-around for remaining members – looking for individual perspective from each workgroup member on the following:
 - Did we cover all issues? (Your issues?)
 - Did we capture the correct/right recommendations that will help improve customer perceptions about the MDA Help Desk process?
 - Are we on the right track?
 - Is anything missing?
 - **Next Meeting: Tuesday, December 16th at 3PM ET**

Tuesday, December 16, 2014

Agenda & Notes:

- Picked up review starting on item 22 – wanting to talk with MDA in person and recommendation to do a ticket analysis and recommend strategic placement of MDAs where there is a high number of customers. It was also proposed that it be recommended that not more than 1 MDA be located in the same District.
 - Shared that currently there are 7 Areas and 67 Districts. Each Area has 5 MDAs for a total of 35 MDA positions. Placement depends on how the positions are posted.
 - Managers currently have the option to determine where an MDA will be domiciled.
 - There are advantages to having them be centrally located within their Area – helps with training, workload management, oversight, and coverage during absences (can hand off hard-copy samples, look out for samples being mailed).
- It was recommended that MDAs attend PCCs. It was shared that there is a process to request MDA for PCC meeting. Also shared that PCCs can request speakers from the Speaker's Bureau and if MDA cannot physically attend, that they work with MDA to prepare a presentation.
- **Recommendation:** Partner with PCC/Educational to hold regularly scheduled, widely promoted MDA led educational industry webinars that are widely promoted for any customer to dial in and learn about MDA hot topics. The actual topic will be solicited in advance and a presentation prepared that can then be posted for customers to access.
- MDAs Host webinars with scripts and post.
- New items and notes color coded in BLUE in the Issues & Recommendations tracking report
- **Recommendation:** Add the following question to the MDA Q&As: "I made a mistake on my mailpiece. What can I do if:
 - a) I'm still in the design phase?
 - b) I printed a million pieces already?
 - c) I presented my mailing to the BMEU and it has been rejected?
- Continued go around – polled the following team members:
 - Judy
 - Rose
 - Jessica
- Comments noted:
 - "I think it's wonderful, everyone has done an incredible job"

- “You have all my comments and I appreciate it”
- “Nothing to add”
- **Topics for next meeting:**
 - Pick up consensus process on recommendations to push forward on behalf of the group starting on Item 28
 - Continue go-around for remaining members – looking for individual perspective from each workgroup member on the following:
 - Did we cover all issues? (Your issues?)
 - Did we capture the correct/right recommendations that will help improve customer perceptions about the MDA Help Desk process?
 - Are we on the right track?
 - Is anything missing?
 - **Next Meeting: Tuesday, December 23rd at 3PM ET**

Tuesday, December 23, 2014

Agenda & Notes:

- Pick up consensus process on recommendations to push forward on behalf of the group starting on Item 28
- Completed review of issues
- PCC Education Group is supportive of recommendation to have MDA hosted educational sessions. They are ready to lend support and assist
- Kim and Claudia to prepare Resolution statement. It will be sent out to all for review, comments, feedback
- Kim and Claudia to consolidate issues and recommendations
- **Topics for next meeting:**
 - Review Project Charter
 - Review Resolution Statement
 - Share and review consolidated Issues and Recommendations file
 - **Next Meeting: Tuesday, December 30th at 3PM ET**

Tuesday, December 30, 2014

Agenda & Notes:

- Review Project Charter
 - Recommend that Business Solutions Center have dedicated staff to assist mailers
 - Support personnel should consider the possible reason behind a customer’s question. It is recommended they drill down to identify the root cause – determine what they are trying to accomplish to help provide solutions. Be proactive. For example, identify Dimensional Weight opportunities to save the customer shipping costs.
 - The BSC should provide solutions and not roadblocks – not what mailers CAN’T Do, but what CAN they do that will help them meet their business goals.

- Publicize the BSC very well so that customers become aware of them and know where to locate them and how to contact them.
- Review Resolution Statement
 - Kim and Claudia to meet the week of Jan 5th to finalize the statement
- **Action Item:** Once the draft statement has been finalized, it will be sent out for workgroup review.
- **Next Meeting:** Tuesday, January 13th at 3PM ET

Tuesday, January 13, 2015

- **Final Review**
 - 8 email responses received in support of the Resolution Statement Draft
 - Walked-through edits/changes submitted and incorporated into the Final
 - New recommendation added: Pocket-size contact information for local assistance. Should include phoned numbers (not names) of departments, such as Mailing Requirements, District BMEU, BSC, and general such as websites and MDA Customer Service Help Desk Phone Number.
 - Concern regarding mismatch of customer and MDA geographical location potentially adding lag time to responses shared. Team discussion around the need to communicate the needed turn-around time for responses from a customer's perspective and MDAs managing expectations. MDAs can assist with locating a "closer" MDA, but that too may add lag time if the "closer" MDA is not available. Customer can make the request.
 - Regarding the BSC, point made that customers will need the confidence level that the BSC can give them credible information. It is not a step in escalation – BSC can work with MDA to help provide responses/solutions to customers and/or help direct customers to MDA if MDA expertise is needed.
 - For customers that always seek "local MDA", they can run into the problem of the local MDA not being available – and if the customer is not reaching out through the centralized process, the workload is not accounted for in the email and phone call tracking system.
 - Looked at the recommendation of having MDAs following up with customers before closing tickets – concern that once the customer gets an answer, they don't get back to MDA – if we make it a "requirement" tickets may take days to close. The recommendation is that MDAs should still attempt to validate.
- **Next Steps:**
 - Changes/edits will be made to the Final Resolution Statement document and submitted to Leadership.
 - Leadership will consider the recommendations and determine which to implement.
 - The group is requesting follow-up – would like to know which get adopted and will be implemented.
 - Updates can be sent using the MTAC workgroup emailing list
- **All Workgroup members are thanked for their participation, ideas, collaboration, and support of this workgroup's efforts ~ Thank you.**

Meeting adjourned.