

## Committee: Workgroup, #167 – Increasing Pieces in Measurement

Interim Recommendation

Final Recommendation

### Purpose of the Workgroup

Workgroup will help to identify, recommend solutions, and help to test possible solutions to ensure flow of data to service measurement reporting and to industry through IMb Tracing and Informed Visibility in order to help USPS and industry to get more pieces into service performance measurement.

### Participation and Discussion Format

**Industry Leadership:** Jody Berenblatt, Continuity Shippers Association

**USPS Leadership:** Martha Forrest, Product Visibility, John Nabor MEPT

Workgroup 167 had over 35 individuals across many different companies that participated in calls and in person meetings. The meetings were held for the most part on a weekly basis via MeetingPlace and in one instance in person at USPS HQ.

The WG reviewed the existing exclusions to get a better understanding of the categories and the volume of mail represented in each. The exclusions were grouped into two categories to identify items within the control of the mailing industry vs items within the control of the USPS. Three companies (IWCO, PBPS & Quad) volunteered to take a deep dive into the data; the USPS prepared detailed transaction files for review.

The USPS provided an overview of the existing SPM start-the-clock business rules.

The USPS bundle visibility program is anticipated to raise the volume of mail participating in SPM.

As reported at the August 2014 MTAC meeting, mail in measurement:

- First Class – 51%
- Standard Letters – 47%
- Standard Flats – 23%
- Periodicals – 36%

At the end of April 2015 mail currently in measurement:

- First Class – 56% (Increase of 5%)
- Standard Letters – 53% (Increase of 6%)
- Standard Flats – 28% (Increase of 5%)
- Periodicals – 42% (Increase of 6%)

## Recommendations

- 1) Information – The USPS created a SPM fact sheet. This Cause and Resolution information will be posted on RIBBS for future reference.
- 2) Communication – The plan is for BMS to contact the mailers that have had a request to have their mail excluded
  - a. BMS to contact ‘noncompliant’ mailers to raise awareness & enable both parties to work through the details & make the mail compliant for participation in measurement.
  - b. In a future release:
    - SPM tab > Source, design & reporting metrics in sync with the other scorecard tabs
    - SPM drill down > enable drill downs to a level of detail to help determine the root cause and resolve the issue(s)
- 3) Education - Quarterly industry webinars on most common causes for exclusions and information on how to reduce those exclusions. These webinars would include a brief overview of where exclusions are by percentage (15 minutes) and the remaining time left for questions and answers (45 Minutes)

## Conclusion

Mail Visibility is critical to the USPS, MSPs & Mailers. The group explored & discussed how to reduce physical & eDoc errors causing mail exclusion from SPM. The team is recommending timely ongoing communication as mailing issues arise to enable parties to close SPM gaps. Visibility of data within the metric of the scorecard will enhance the ability for both the USPS and industry to develop a robust understanding of the issues and where the attention is needed to keep mail in measurement.

### Attachments:

- Participant list
- SPM Fact Sheet
- Exclusions percentages by type