

Informed Delivery APP MTAC Workgroup #174

Session 1

Friday, Sept 25, 2015

12:00 p.m. – 1:00 p.m. EST

- Introductions
- Review & discuss Issue Statement
- Program overview
 - General
 - Customer Acquisition
 - Mailer Onboarding for Testing Interactivity
- Review initial issues list
- Review meeting schedule
- Wrap up
- Next steps

Housekeeping: Please mute your phones.
Questions should be entered into the Chat box.



❑ Sponsors

- Industry: Steve Colella
- USPS: Gary Reblin

❑ Co-Chairs

- Industry: Jody Berenblatt
- USPS: Carrie Bornitz

❑ Workgroup Members



Issue Statement



- ❑ Real Mail Notification® Future Functionality and Mailer Provided Content
 - Expected Date of Completion: NLT March 31, 2016

- ❑ Area of Focus
 - Product Development

- ❑ Sponsors:
 - Industry – Steve Colella; USPS – Gary Reblin

- ❑ Work Group Leaders
 - Industry – Jody Berenblatt; USPS – Carrie Bornitz



- ❑ The Postal Service will be expanding the pilot program for Real Mail Notification service, currently available in select ZIP Codes in Northern Virginia, to the New York City metro area, including a portion of CT
 - This expansion will take place in the fall of 2015 and continue into early 2016

- ❑ The Postal Service is seeking input and feedback from MTAC, which the Postal Service will consider along with other inputs, if the service is expanded beyond NY, CT, and VA



- ❑ The following items should be considered for discussion:
 - Functionality that could be added to Real Mail Notification service
 - Methods for mailers to provide digital materials to the Postal Service
 - Methods for mailers to view response rates from Real Mail Notification users
 - General concerns about this digital service offering in relation to the relevance of hardcopy mail, security, subscriber or mailer exclusions, etc.



□ Impact on Other Issues/Procedures

- During the pilot phase of this program, the integration to provide interactive mailer content will be done manually
 - ◆ If this service is expanded nationally, we expect changes to systems that would support an automated interface
 - ◆ This could include changes to Postage Statements, Mail.dat files, etc.
 - ◆ The Postal Service would like to gain industry insight and input related to impacts and concerns in these areas



❑ Desired Results:

- The Work Group will provide input and feedback that the Postal Service will utilize and consider if the Real Mail Notification service is expanded beyond the pilot areas in NY, VA, and CT

Chat



Q&A



Program Overview

General Consumer Acquisition Mailer Pilot

Chat



Q&A



Identified Issues



Known Issues/Concerns

#	Issue
1.0	Postal Inspection Service - Surveillance Program/Mail Covers
2.0	Do NOT Mail
3.0	USPS and Industry Critical Success Factors
3.1	Impact on Response Rates
4.0	Timing / Content Discrepancies
4.1	Data Reliability
5.0	Identity Validation Process
6.0	Data Security
7.0	Consumer Pilot Selection Process
8.0	Mailer Pilot Selection Process
9.0	Flats Participation
10.0	Change of Address Process
11.0	Feedback Loop
12.0	Suppression of Images
12.1	Suppression of Images
12.2	Suppression functionality for mail pieces
13.0	Mail Moment Impact
14.0	Integration with Postal One
15.0	Non-Automation Mail

Chat



Q&A



Meeting Schedule



Proposed Schedule

All Friday meetings held via WebEx from 12:00 noon – 1:00 p.m. EST

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30			

Su	Mo	Tu	We	Th	Fr	Sa
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18	19	20	21	22	23	24
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Su	Mo	Tu	We	Th	Fr	Sa
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Su	Mo	Tu	We	Th	Fr	Sa
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28	29					

Su	Mo	Tu	We	Th	Fr	Sa
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Proposed Telecom Meeting Dates (21 sessions)
- Proposed F2F Meeting Dates (3 sessions)
- MTAC, USPS HQ/Washington DC
- NPF/MTAC, Nashville TN



Proposed Schedule

#	Issue	Proposed Meeting Date
7.0	Consumer Pilot Selection Process	09/25/15
8.0	Mailer Pilot Selection Process	09/25/15
3.0	USPS and Industry Critical Success Factors	10/02/15
3.1	Impact on Response Rates	10/02/15
4.0	Timing / Content Discrepancies	10/09/15
4.1	Data Reliability	10/09/15
6.0	Data Security	10/16/15
11.0	Feedback Loop	10/23/15
14.0	Integration with Postal One	10/30/15
5.0	Identity Validation Process	11/06/15
10.0	Change of Address Process	11/13/15
13.0	Mail Moment Impact	11/17/15
12.0	Suppression of Images	12/04/15
12.1	Suppression of Images	12/04/15
12.2	Suppression functionality for mail pieces	12/04/15
9.0	Flats Participation	12/11/15
2.0	Do NOT Mail	12/18/15
1.0	Postal Inspection Service - Surveillance Program/Mail Covers	01/08/16
15.0	Non-Automation Mail	01/12/16

Chat



Q&A



- ❑ Workgroup WebEx – Session 2
 - Friday, October 2, 12:00 noon EST

- ❑ Planned content
 - Review of Session 1 – open issues
 - Issue 3.0: USPS and Industry Critical Success Factors
 - ◆ Issue 3.1: Impact on Response Rates