MAILERS TECHNICAL ADVISORY COMMITTEE
UNITED STATES POSTAL SERVICE®

Date: _09_/_25_/_15_

Minutes for Workgroup #174 – Informed Delivery APP

Session 1: 12:00 – 1:00 p.m. Webinar

Jody Berenblatt, Industry WG Leader, welcomed all to the first of what will be regular weekly WG # 174 meetings to be held every Friday at 12 noon Eastern Time from now through March 25, 2016 understanding certain dates will be deleted if they fall on holidays, etc.

Carrie Bornitz, USPS WG Leader, reviewed the list of 56 participants and showed the list of representation by industry and invited all to identify if certain industries have not yet been included but should be.

Jody & Carrie reviewed the Issue Statement, items to be considered for discussion by the WG, impact on other issues and desired results.

The first question was raised about the name. Carrie discussed the postal product vision. The naming convention, which is still pending final approval, was addressed in the Program Overview. The first pilot, in the Northern Virginia area, used the name: Real Mail Notification®. RMN introduced for competitive PO Box holders (back in 2012) alerts box holders that there is mail, although it does not provide images. On USPS.com there is a consumer portal called My USPS, which currently supports information on delivery of packages. The vision is that My USPS will support visibility of packages and mail for registered consumers. The integration with My USPS is expected to be completed in Qtr. 1 of calendar year 2016.

Carrie reviewed the Phase I expansion pilot starting in the Westchester P&DC with full expansion underway in NY/CT ZIP Codes 066, 069 and 100-119; this portion of the pilot is focused on letter size mail. Phase 2 will add the capability of replacing scanned images with mailer provided images for flat mail participation. The market potential is about six million households in NY Metro Area, with a goal of 10% household participation by March 2016.

Customer acquisition was reviewed with existing USPS.com and My USPS registered users to be automatically included but with provision for opting out if they so choose. Implementation will be staggered by 5-digit ZIP Code. After the initial acquisition is complete, consumers in participating ZIP Codes will be informed about registering for the APP through various means (retail signage, direct mail, direct customer interaction, etc.).

In the short term, during the pilot, customer support is provided by the USPS HQ program office. Long term customer support would transition to 1-800-ASK USPS with full integration of usps.com and My USPS.

Workgroup members expressed interest in USPS sharing pilot program feedback. Carrie was asked to come back to the group with the definition of an active user. Carrie clarified that the pilot program is based on all the letter mail scanned that day. Consumers will get images of every piece scanned. (EDDM, for example, is not scanned & would not be included). Regarding the overview, Carrie indicated we are looking for 10-12 mailers who are willing to participate as active mailer participants. There is a structured process for onboarding mailers and a legal agreement for them to sign. General participation criteria were discussed and consumer and mailer benefits were reviewed.

When asked, 'What happens when the number of images doesn't match the number of mailpieces?' The group was advised that there are canned responses right now addressing how and why the number of actual mailpieces may not match the number of images. If and when there is a trend and theft is considered an issue, then the Inspection Service would get involved.

Sharon Harrison, AT & T, requested the USPS provide for more detail from the customer experience in the expanding pilot (not just about when the image shows and the physical mailpiece does not get delivered – but the opposite as well since this may lead to heavy call volumes to the companies themselves about where the missing physical mailpiece is). Sharon said the call centers should be involved in this process although Carrie confirmed they had not been involved in the Northern Virginia pilot.

With regard to call volumes, mailers were interested in metrics. Carrie shared that the NOVA team is fielding 7-10 email inquiries per week.

When asked if there is a limit to the number of images in the email, the program is currently designed to show the first 10 mailpieces and place any remaining images on the 'mobile friendly' dashboard.
When asked if the program is designed to the individual or the household, the simple answer is the program is designed as a consumer service. A unique delivery point barcode is required to qualify for participation. If two people live in the same household, they can both get emails for that 11-digit ZIP Code. In another scenario, if you register & you have two room-mates, your email includes everything in the mailbox.

When asked if there were any address type exclusions, we took it as an action item to check. Is it available via CMRA? Is the consumer only requirement based on USPS Address Management data files designating business vs. residential addresses? Is it based, at least in part, by self-identification during the registration process?

Carrie reviewed the known issues / concerns raised so far. Jody then discussed plans for the next meeting and Carrie reviewed the WG webinar meeting calendar going forward and indicated face to face meetings will take place at the next Nov 2015 MTAC, at the January MTAC and at the MTAC meeting to be held in March 2016 at the next National Postal Forum (NPF).

Jody requested WG members to think about what they will consider to be success factors from this initiative, which is the key topic of discussion for Session II.

Two PowerPoint decks were presented: one as the wrap-around deck for the meeting and the other for the Program Overview portion of the meeting (they are named as shown below).

MTAC Work Group Deck_Session 1_092515.pdf
MTAC Overview_092515.pdf