

## **Minutes for Workgroup #174 – Informed Delivery APP**

Session 2: 12:00 – 1:00 p.m. Webex

The meeting topics (identified issues) were pre-scheduled to bring some organization to the workgroup discussion; however, there is recognition of the need for overlap in the actual discussion. The WG Leaders opened up the meeting by reviewing the open issues list for clarification and further dialogue. WG members were encouraged to review the membership list and identify missing industries to include in the group.

The first set of topics was around the registered users and their delivery point barcode. For example, if two occupants sign up to the program, both will see all the images of the mail, just like they'll see the hard copy mail when they pull it from the mailbox. Having images linked to a unique name could be a recommendation from the workgroup. The USPS plans to track 'auto' enrolled users separately from self-initiated registrations.

The pilot program is excluding any address type that does not have a unique delivery point barcode. There were several specific questions about default delivery point locations and addressing anomalies. CMRA boxes are NOT coded down to the 11-Digit ZIP Code per unique box. The business as a whole would have an 11-Digit "concierge" match, as they distribute mail. In the expanded pilot, the USPS is currently excluding competitive PO Box customers from auto enrollment due to the competitive vs. market dominant issue. This issue will be further explored during the pilot period. The workgroup requested visibility to the list of exclusions from the current pilot program.

When asked about how the USPS plans to handle carrier route bundles that do not go across a machine, Carrie pointed out that the letters portion of the pilot is dependent on the scanned image. The flats testing will focus on images of the flats provided by the mailers, not postal scans.

The workgroup members expressed interest in the ongoing progress of the pilot. As a result, Carrie will plan to share general pilot progress on monthly basis.

A question was raised about the ability to 'refer a friend'. It was suggested that recommending others participate in the program would be an interesting measure of engagement. The USPS did see that happen with the NOVA pilot. It was recommended that there be further discussion with IT on the possibility of adding a "Refer a Friend" button or some other method to allow a 'refer a friend' function occur and enable the USPS to measure it.

Carrie provided the critical success factors for the USPS pilot (slide 4 in the deck) and reviewed the details with the group. Some of these were from documents related to the program, others were created by Carrie based on WG identified issues. One observation was the inconsistency of terms used on the slide (Consumer, Customer, Registered User and User). After some discussion, the group agreed that 'registered' is an important qualifier and that we will work towards that consistency moving forward.

The cost to acquire registered users in the chart is higher than the expenses incurred for the NOVA pilot where USPS used both direct mail and email lists. There was speculation that the increased cost could include web page development. Further investigation is needed to better understand the expense.

Carrie noted that there were a couple of weeks of equipment glitches in the NOVA pilot and that we may expect to see that with the NY Metro area pilot. It was interesting to note that after the equipment was updated, the USPS saw participants were opening emails at a higher rate than before. The USPS is measuring open rates on email.

The registered users email is changeable in their profile. A discussion about the 'preferred' email address led to a recommendation that there may be value in a feature that enables the user to define their preferred email usage. The example was Email address 1 for Monday through Thursday and Email address 2 for Friday through Sunday.

A deep discussion regarding response rates led to the suggestion that the USPS consider having the control group in a city other than the pilot location. Unfortunately time ran out and that conversation was directed to continue off-line.