

Informed Delivery APP MTAC Workgroup #174

Session 3

Friday, Oct 9, 2015

12:00 p.m. – 1:00 p.m. EST

- ❑ Review of Session 2
 - Open issues, questions, etc.
- ❑ Wrap up discussion for:
 - Issue 3.0: USPS and Industry Critical Success Factors
 - ◆ Issue 3.1: Impact on Response Rates
- ❑ Start new Discussion
 - Issue 4.0: Timing / Content Discrepancies
 - ◆ Issue 4.1: Data Reliability
- ❑ Wrap up
- ❑ Next steps

Housekeeping: Please mute your phones. Questions can be relayed over the phone or entered into the Chat box.

- ❑ Issue 3.0: USPS and Industry Critical Success Factors
 - What metrics is the USPS measuring to determine success and decision to go forward? What does industry consider a successful pilot? How will costs be covered and justified?

- ❑ Issue 3.1: Impact on Response Rates
 - The ultimate test of this potential service will be what impact, if any, it has on response rates and usage of the mail. (This might vary by age or other demographics.) Personal correspondence, bills, financial documents, magazine subscriptions, and similar items seem to be low-risk. However, direct mail advertising is an area of concern, since much of it is aimed at enticing the recipient to impulsively open the envelope or self-mailer. Your favorite catalog vs a plain-vanilla envelope vs an envelope that says, "What Doctors Don't Want You To Know," could be impacted to very different degrees (or not at all).



Critical Success Factors

Currently Identified

Metric	Tracking System	Method	Indicator	Baseline	Goal
Registered User Count	Customer Registration	Track User Registration (Gross Registrations, Net Users Activated)	Registered Users, Gross and Net	Campaign Analytics Report	Sept FY15 100,000 to 250,000 Users, 600K HH by March 2016
Cost Per User Acquired & Activated	Customer Registration	Gross/Net User Registration by Channel/Campaign v Acq Cost	Cost spent in marketing/ number of users	Campaign Analytics Report	<\$7.50 CPUAA, Aggregate
Consumer Adoption & Activation Rate	Customer Registration	Gross Reg/Net Activated By Channel and Campaign, divided by Gross/Net Prospects	%Gross Response v %Net Activated	Campaign Analytics Report	10% Net Activation Rate, Aggregate
User Retention Rate	Customer Registration	Number of Unsubscribes, All Reasons	All Unsubscribes As % of Net Activated	Campaign Analytics Report	>90% Users Retained After Activation
Customer Issues	Digital Response Tracking Systems, Emails, Phone calls	Number of Customer Inquiries & Issues divided by Gross/Net Users	All inquiries and issues reported, by category	NoVA historical data vs. NY/CT data	Less than .2% of users p/week
Other Customer Feedback	Survey Monkey or other Medium, Customer Focus Groups	Push Surveys + In-Message Links	User Survey – Qtr 1, CY16	NoVA User Survey - Fall 2014	Statistically Valid Results



Critical Success Factors

Currently Identified

Metric	Tracking System	Method	Indicator	Baseline	Goal
Mailer Lift Test Results	Digital Response Tracking Systems (USPS + Mailer)	A/B Test/Control Split Tests	Variance between Test & Control; 10-12 Tests; Natl Mailer Participation	Lift Test 1&2 Analytics Report – Jan 2015	Statistically Valid Data
Mailer Lift Test ROI	Mailer To Track & Provide Summary Results	A/B Test/Control Split Tests	Variance between Test & Control; 10-12 Tests; Natl Mailer Participation	Mailer To Track & Provide Summary Results	Statistically Valid Data
Impact on Response Rates and Usage of the Mail	USPS and Mailers To Track & Provide Summary Results	Overall industry information and customer reported behavior	Variance between response rates prior to and after the pilot.	Existing industry standards	No adverse impact
Timing / Content Discrepancies	USPS and Mailers To Track & Provide Summary Results	Reports from consumers	Report of instances where number of images doesn't match number of mailpieces	?	<.05%

Left off on this page on 10/2. Need to cover bottom 2 line items and add any new requests/suggestions.



Critical Success Factors

Newly Identified

Metric	Tracking System	Method	Indicator	Baseline	Goal



❑ Issue 4.0: Timing / Content Discrepancies

- During the VA pilot, the USPS experienced instances where there was a timing or content discrepancy between the email and the physical mail. How can we better understand the root cause of these discrepancies and what can be done to minimize?

❑ Issue 4.1: Data Reliability

- What measurements does USPS have to monitor when the automation equipment does generate a 919 scan...but the mail piece is never delivered? When we examine customer delivery failures, about half have 919 scans. Are there other mailers who could generate & share these kinds of metrics? This image will still show up on the email, but never in the mail box. How will the public feel about mail reliability then?

Open Discussion...



Wrap Up & Next Steps



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

September 2015

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			

October 2015

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11	12	13	14	15	16	17
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25	26	27	28	29	30	31

November 2015

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December 2015

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January 2016

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February 2016

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March 2016

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27	28	29	30	31		

- Telecom Meeting Dates (21 sessions)
- 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	Ongoing
3.1	Impact on Response Rates	10/02/15	Ongoing
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	

- ❑ Workgroup WebEx – Session 4
 - Friday, October 16, 12:00 noon EST
- ❑ Planned content
 - Review of Session 3 – open issues
 - ◆ Issue 4.0: Timing / Content Discrepancies
 - Issue 4.1: Data Reliability
 - New Discussion
 - ◆ Issue 6.0: Data Security