

Informed Delivery APP MTAC Workgroup #174

Session 5

Friday, Oct 23, 2015

12:00 p.m. – 1:00 p.m. EST



- ❑ Review of Session 4 (10/16/15)
 - Open issues, questions, etc.
- ❑ Wrap up discussion for:
 - Issue 6.0: Data Security
- ❑ Start new Discussion
 - Issue 11.0: Feedback Loop
- ❑ Wrap up
- ❑ Next steps

❑ Issue 6.0: Data Security

- Information was provided on the security enhancements that the USPS has taken since September 2015, including links to updated handbooks that provide detailed information
- Additional items?

❑ Issue 11.0: Feedback Loop

- Beyond interactivity on the mailpiece to the Mail Owners URL, how does USPS imagine capturing feedback from citizens?
 - ◆ For example, citizens can write "refused" on physical mail & return it to the carrier, will there be a button that recipient can click to indicate "refused"?
 - ◆ In that example, could the technology deliver that message to the carrier before the physical mail is delivered?



Wrap Up & Next Steps



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

Weekly subgroup meetings will start on 11/10/15, same time.

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



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 6
 - Friday, October 30, 12:00 noon EST
- ❑ Planned content
 - Review of Session 5 – open issues
 - ◆ Issue 11.0: Feedback Loop
 - New Discussion
 - ◆ Issue 14.0: Integration with Postal One
 - Potential guest speaker



Historical Issue Log

- ❑ Issue 3.0: USPS and Industry Critical Success Factors
 - CSF's were reviewed by the group on 10/2 and 10/9
 - Additional factors will be added as necessary
 - A sub-group is being established to provide more input on what would be necessary to deem the test result CSF's statistically valid
 - ◆ Concerns with MID level being insufficient for testing (as compared to a sequence level within a MID)

- ❑ Issue 3.1: Impact on Response Rates
 - This pilot program will provide input on response rates based on more registered users and more mailer interactivity tests
 - Consider having saturation mailers monitor their response rates in the same ZIP Code locations to see if there is any impact

- ❑ Issue 4.0: Timing / Content Discrepancies
 - USPS will be capturing and measuring customer issues/concerns to help determine the scope of this issue, understand the root cause of these discrepancies, and help determine what can be done to minimize

- ❑ Issue 4.1: Data Reliability
 - In addition to the item mentioned above, WG members can provide more examples of instances where 919 scans were received but the mail piece was reported as undelivered