

Minutes for Workgroup #174 – Informed Delivery APP

Session 5: 12:00 – 1:00 p.m. WebEx

Carrie opened up 5th working session for WG 174. We reviewed open items from session 4 and follow up questions. We reviewed the issue log and wrap up discussion from last week. The Feedback Loop is the new discussion topic for today.

Open questions:

Postal employees in NOVA interactivity test: initial report was that 1% of enrollee emails ended with USPS.com, however, not everyone would have sent the messaging to work email addresses. Additional reports state that only 140 users initially came through campaigns targeted to postal employees.

Angelo asked what did the campaigns look like when you were testing interactivity last fall? Carrie stated there was an external Letter to Santa & an internal USPS holiday mailing. Carrie will check on getting sample of the internal piece. Will New York Pilot test be similar? Carrie stated that we will be testing a USPS Holiday campaign again; however, the content may differ. Carrie stated that this upcoming pilot is looking to test with a dozen Mailers.

To recruit additional registered users in the pilot, USPS will consider a wide range of mediums including direct mail, email, retail signage, and refer a friend. As ZIP Codes launch, if MTAC workgroup members want to participate, they can do so. Carrie will provide the URL to the web pages after launch. The auto-enroll process will be done in a staggered launch.

Wendy asked about auto enroll process – with the 28 address related exclusions, no delivery point, Navy ships etc. is excluded; other people are excluded if they have not had any recent Click and Ship / Carrier Pick Up activity. Wendy is in the ZIP Code area and was hoping she would be able to experience the auto enroll process.

Headquarters was concerned about auto enroll & like other businesses, USPS is thinking about this as enhancement to existing services. If you haven't used your account in last couple years, however, maybe you won't be thrilled about being auto-enrolled. Other USPS.com registered users can sign up; they just won't be auto-enrolled. Once all the exclusions are applied, the auto enroll universe is pretty small compared to the total number of USPS.com registered users. Will non-auto enrolled USPS.com customers get an email notifying them that they can enroll? This would likely depend on what the customer selected during the registration process. If they opted out from further communications, USPS needs to consider their Opt In/Opt Out selections to see what type of outreach is allowed. Since this is a service enhancement, this type of communication maybe allowed. Internal discussions regarding this continue.

Carrie shared an example of what a delivery point barcode exclusion looks like. For example, if a consumer lives in building with multiple delivery point addresses (unit A, B, C, etc.), however, the customer didn't include that information in their profile, then we'd default to the building and they couldn't enroll. Additionally, if USPS does not have the building uniquely delivery point coded at the suite/apt level, those addresses would also be excluded.

Issue log review of data security: Carrie checked to see if anyone wanted to add any other key takeaways to the issue log. There were no additional questions at this time, however, we can revisit this if something comes up after WG members have had an opportunity to peruse the handbook links provided.

Feedback Loop discussion

Is there enough capacity for USPS to handle pilot volume in relation to customer inquiries? Bob Dixon spoke to MMA earlier this fall and there were questions about suppression of images. In context of that topic, Bob's recollection was related to the service for existing users. When registered users don't get their images, such as with the system problems experienced the end of August, USPS got a lot of inquiries. They were ultimately able to get an email out to everyone about technical difficulties. A WG member asked if part of the testing process was not giving images to see the response. Carrie said this hadn't been considered. The main way existing NoVA users contact USPS is through an automated response system. USPS is still seeing a low volume of emails each week. On a related subject, yesterday, prior to auto enrolling users for Informed Delivery, about 250,000 emails went out to USPS.com registered users. The call center only got 7 calls.

The question was posed about how we can auto enroll people? Either they were prequalified or they are directed to go through with the Equifax process. Wendy added that she had been on MyUSPS in the past. When she reset her password/account, it did bring up security questions, such as previous street address, mortgage bank & mortgage amount. If you change your profile this security protocol is triggered again.

Sharon stated that she was present at the MMA meeting when we were trying to understand both scenarios of images & no mailpiece and no image & yes mailpiece and how the pilot is capturing the issues. We thought there were a lot of calls coming back from these two instances, however, this was related to Bob's comment about the system problems the end of August and that emails and calls spiked during that time. Developing enough statistics around this test is really important as it will be challenging for mailers to handle the calls from customers wanting to know where their mail is.

In relation to the service outage, USPS examined and identified the root cause and they have since worked with Maintenance, Network Operations and the Area to ensure that there is a process in place that will help handle details like people forgetting to put on communications systems after doing maintenance.

Angel Ellis had a question/thought in relation to the Feedback Loop. She had attended MailCom recently and there was a presentation by USPS Postal Inspectors. The issue of mail security was discussed. In relation to Informed Delivery, could there be something that lets a user say this looks suspicious and I don't want it or they think something is a threat to them? We do have this topic for a future session, however, to address it initially, it's not built into the pilot – but that's the purpose of these discussions to identify ways to use the functionality.

There was some discussion around the possibility of eventually having options available to consumers within the 'preview' email to dictate to the postal service different options for delivery/non-delivery of the piece based upon the image. These thoughts had not yet considered the postal inspection service up to this point.

Dylan Purse stated that one of the worst fears for marketing mailers going into this program was that consumers who have no financial relationship to the mailpiece could somehow stop delivery. If we ever went down that path, it would only be fair for the mailers to know precisely who took that action.

Wendy – dangerous to have something like refused added to the functionality. It was her assumption that no one was encouraging this concept; it's just the way the question was posed in the initial issue identification process. The question asked if this type of functionality could be provided and Carrie stated that it likely could with all of the technology today.

Dylan stated that even if the technology is there, he doesn't feel it would be beneficial for USPS. Imagine every postal carrier having to figure out what to deliver and what not to deliver each day. Carrie concurred with that logic.

We talked about what would happen with a suspicious mailpiece today. A consumer could reach out to the Inspection Service and give them the mailpiece. Does it make sense to enable something that is already being done with hard copy and allow some type of USPS notification by the consumer via their daily notification? The Inspection Service would likely still need the hard copy mailpiece.

Angel says if I got an image, I might want to do something about it and not wait until I get home. Chuck Chamberlain added that if we look at the idea that consumers could have "control buttons" – like I want more of this or less of that, this looks suspicious so direct it to the Inspection Service... We could even implement some type of "trusted provider" mark. This also ties in the timed release of Ads and messages and the ability of someone to take a mail piece and share it with others.

Dylan felt that Chuck was going down the road of equating mail delivery to the email experience. We would make a strong argument that mail delivery is a very different financial model than email systems – for example with spam losses --- while the USPS is contracted with the mailers to deliver the message/mailpiece.

Lee Garvey – thinks this could be a huge opportunity; however, it requires a much broader conversation. Dylan felt that the broader conversation should include how marketers/mailers would need to get as much information as possible. For example, some people will be automatically enrolled and others will raise their hand. He felt there were 3 distinct universes from a marketing aspect. The limit of who is a participant or not, if you're automatically enrolled very different than if you go through to two registration "gates". Marketers would benefit from leveraging this information. This requires a level of trust between Mailers & USPS.

Wendy agreed that Dylan makes excellent point. With her personal experience with reactivating her account, if it wasn't for this pilot, she would have said it's too much effort as it wasn't easy to sign up. If you are a proponent of this you want ease of entry.

We did get some volunteers for the CSF/Test subgroup. We have 3 members so far and are still looking for additional participants. We have put up a tentative timeline of Tuesdays at Noon. Please let us know if you are able to join the subgroup.