

Informed Delivery APP MTAC Workgroup #174

Session 6

Friday, Oct 30, 2015

12:00 p.m. – 1:00 p.m. EST

- ❑ Review of Session 5 (10/30/15)
 - Open issues, questions, etc.
 - Update on customer acquisition plan and launch date
- ❑ Wrap up discussion for:
 - Issue 11.0: Feedback Loop
 - ◆ Review issue log
 - ◆ Further discuss mailer data needs
- ❑ Start new Discussion
 - Issue 14.0: Integration with Postal One
- ❑ Wrap up
- ❑ Next steps



- ❑ USPS will not be proceeding with auto-enrollment plans as previously stated
 - Expect to proceed with Opt-In acquisition plans first
 - ◆ Potential universe of customer base is similar
 - ◆ Customers will be more engaged as they “raised their hand”
 - ◆ More reliable results for mailer interactivity testing
 - Auto-enroll could still be considered for future use

- ❑ Customer acquisition will not begin on Monday 11/2 as originally planned
 - Due to the change in acquisition plans noted above, we are working on a new staggered launch schedule
 - New dates will be shared when they are finalized

□ Issue 11.0: Feedback Loop

- The original question posed was whether or not consumers would be able to “refuse” their images in their email and, ultimately, stop the mail piece from being delivered
 - ◆ This is not in the pilot program nor is it planned for national implementation. Based on feedback during the meeting, this practice is not generally recommended by the industry.
 - ◆ WG members did suggest that there could be action buttons and/or indicators of a “trusted provider” within the email. It was suggested that this could be a way that consumers could report issues to the USPIS.
 - ◆ WG members did feel that data provided back to mailers should include the type of enrollment and the time of delivery, to allow additional digital marketing efforts. This could be done through APIs.
 - ◆ The WG is going to think and talk more about the “Ideal Feedback Loop”.



- ❑ Issue 14.0: Integration with Postal One
 - Original questions posed:
 - ◆ What does the long term solution look like for Mailers to submit URLs and/or images?
 - ◆ How would this work with Postal One?
 - ◆ When would this be implemented?

- ❑ The USPS is still working on a solution for this effort
 - We will have more information to share after the first of the year

- ❑ What does the WG feel would be the best possible technical and business solution?
 - API, separate file submission, within Mail.dat/xml, etc.



Wrap Up & Next Steps



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

Reminder - 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	Ongoing
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 7
 - Friday, November 6, 12:00 noon EST
- ❑ Planned content
 - Review of Session 6 – open issues
 - ◆ Issue 11.0: Integration with Postal One
 - New Discussion
 - ◆ Issue 5.0: Identity Validation Process

Reminder – F2F meeting at HQ on 11/17/15 at 10:30 a.m. EST

Headquarter Security Note: MTAC members and approved MTAC participants will be on the security list for November 17-20. For all other meeting attendees, you must submit names to security and have someone escort them through the building. MTAC members with current badges can accompany guests through the building.

Work group leaders that are not MTAC members may attend the MTAC focus session meetings on Wednesday, November 18. Please send a message to mtac@usps.gov so your name can be added to the Participant list.



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

❑ 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
- Any additional key items after reviewing the material?