MAILERS TECHNICAL ADVISORY COMMITTEE
UNITED STATES POSTAL SERVICE®

Date: 10 / 30 / 15

Minutes for Workgroup #174 – Informed Delivery APP

Session 6: 12:00 – 1:00 p.m. WebEx

Jody opened up the meeting and introduced Kriti Vichare, representing the postal pilot team in Carrie's absence this week. Kriti is the Director, Innovation with USPS and she is taking the lead on Customer Acquisition efforts for Informed Delivery.

Prior Business: First question from Chuck Chamberlain is to ensure we recommend that USPS figure out a way to make the system capable of including APO/FPO in the future – he feels there is a great deal of opportunity/benefits to doing so.

Roger Burgett asked about the start date for the pilot project & Kriti provided the update. The USPS Pilot team has changed the enrollment strategy. They have decided to go with an Opt-In strategy. The auto-enroll approach may be re-examined in 2016. The team believes that customers will be more engaged and interactivity test results will be more reliable using an Opt-in Approach.

Sam Edelstein asked how this will change the number of registered users. Will it increase advertising costs? Sam added, from a testing a readability standpoint, opt-in will be heavier users at the same time the number of people in the group is likely to be a lot smaller than the originally targeted 200,000.

Kriti quickly acknowledged that this will increase the cost of advertising at this stage in the pilot. She stated that the pilot team is in the process of clarifying costs. USPS wants to focus on the quality of 'engaged' users. They are largely targeting the same size customer base; however, there may be some difference in the number of users. It could make the market even broader.

Jody suggested the possibility that with the change to an Opt-in strategy the USPS could change Opt-In copy to say information could be shared with the Mailer. Sam suggests taking it one step further, if that's the case would it be possible to make an explicit list of the opt-in available… and so mailers could promote them directly in the interests of making tests more readable.

Roger asked about the long term vision of the user experience. For example, Roger travels a good deal and might find a daily email preview of the mail more useful when traveling than other times. Consider adding functionality in the future so that the customer could change the frequency of the email preview to specific dates to accommodate individual travel schedule.

The pilot team is still planning a staggered launch and they are still working toward having the infrastructure and equipment modifications completed in mid-November.

David Mastervich noted the holiday season may distract people from the sign-up process. The postal pilot team thinks we will get some people over the holiday season and will continue to see some enrollment after that as well. The follow up question, explored the relationship between the sign up rate and the launch date, if you get 25% of expected total, how may that change the implementation plan?

Kriti explained that it's like a rolling soft launch. The postal team is taking a grassroots approach to ensure we iron out the issues. The USPS Holiday mailing may still be able to be used for testing interactivity, depending on the updated launch date.

Jody moved to the Feedback Loop topic and described this excerpt from the OIG report on the Internet of Postal Things included in the workgroup welcome message.

Closing the "feedback loop" for senders. The connected mailbox would allow senders not only to know exactly when their (advertising or transactional) mail was delivered, but also when it was retrieved from the mailbox, thereby providing full visibility and a feedback loop that is beneficial to all — senders, recipients, and the Postal Service. This is an excerpt from the IoPT document (page 12). Footnotes have been removed for reading purposes.

> *The Smart Mailbox as a Potential Source of New Revenue*
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> Several posts are already working on updating the mailbox model to better match customer expectations of convenience and information. Since 2012, the Postal Service has enabled P.O. Box holders to receive text messages when mail was delivered to their box. It has also tested a service whereby mail pieces are scanned before delivery to let recipients know what will be delivered into their mailbox. It is piloting "Nextgen Mailbox/Delivery Receptacles" (larger parcel boxes that are both standalone and cluster boxes). It could extend this concept to different environments: office buildings, campuses, apartments, homes, urban areas, and rural areas. A customer could rent or buy from the Postal Service (or from an authorized partner) a connected box that would be installed on the curb or near apartment or house doors.
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> The connected mailbox could generate revenue from renting the mailbox to households, or selling the mailbox and charging a monthly service fee. If 5 percent of the 117 U.S. million households rented such a box for $3 a month, the product would generate $210 million a year in revenue. Fees could also be customizable, depending on the features embedded in the mailbox and customers' needs. In addition, customers might shift business from other carriers to the Postal Service to take advantage of a large secure box.

Sam found that scary from a consumer perspective and pointed out that what people say doesn't always sync with what they actually do. Boardroom reports recently conducted a survey of active paid subscribers to better understand renewal rates; multiple choice options included definitely, probably, not sure. Sam told us the actual renewal rate reflects the definitely, not the probably group.

Giving the individual the power to say I don't like this mailpiece will have a chilling effect on mail volumes. Same suggested we imagine the painting "the Scream" and added that just because someone doesn't like the headline on a mailpiece today doesn't mean they won't crave the same headline on the next mailpiece in the future.

Jody asked the team to think about the Ideal Feedback Loop; initially described as a data transaction, perhaps similar to the IMb tracing capability, indicating the delivery point barcode, date and time of the email delivery. Presumption is that an API of this data would enable Omni channel marketing. Angelo pointed out that the timing of the email delivery could assist in managing staffing for call centers.

Jerry Faust shared from a periodical perspective that information would be beneficial to the customer care group, once Flats are in the program.

New Business: We moved onto the new topic for this week – the integration with PostalOne. While not precisely speaking to the "when" such an effort might take place, Angelo noted that it would be likely be included in one of the two major releases scheduled each year.

Mail.dat & Mail.xml are a given, however, it is not clear how the mail supply chain could benefit from a separate file submission. Workgroup participants were asked to think about that and share any suggestions.

The question was asked about how the USPS will tie the images or URLs to the mailpiece. Tactically speaking, PostalOne is driven by the job id, so how is the person who didn't submit the Mail.dat to PostalOne going to know how to tie it to that mailing?

The team will want to revisit this discussion when USPS is able to talk about how they imagine creating this connection. Based on previous discussion, the pilot will be managed by hand and the team plans to use the MID to connect the dots. It had also been previously discussed that longer term the USPS imagined being able to apply images based on the IMb sequence number range.