

Informed Delivery APP MTAC Workgroup #174

Session 10

**Friday, December 4, 2015
12:00 noon – 1:00 p.m. EST**

- ❑ Review of Session 8 and 9 (11/13/15 and 11/17/15)
 - Open issues, questions, etc.
- ❑ Wrap up discussion for:
 - Issue 5.0: Identity Validation Process
 - Issue 13.0: Mail Moment
- ❑ Start new Discussion
 - Issues 12.0, 12.1, 12.2: Suppression of Images
- ❑ Wrap up
- ❑ Next steps

❑ Issue 5.0: Identity Validation Process

- Reviewed existing process where USPS will use an Equifax Q&A process for consumers to prove their identity
- A validation letter may be sent as well
 - ◆ Carrie is working on the SOP to address what would happen if an account was set up fraudulently
 - ◆ USPS should use best practices based on expertise in this area and understand that these practices will change going forward
- One additional concern is how to manage minors
 - ◆ Minors can currently go to the mailbox and get mail, however, will they be able to see the emails?
 - There is a rule on this. USPS has policies in place that are stated in online User Agreements that prohibit minors (under 18) from registering. They would also have to pass the Equifax questions.

❑ Issue 13.0: Mail Moment

- Original questions posed:
 - ◆ Will this type of digital imagery have a positive or negative impact on the Mail Moment?
 - ◆ Will there be a loss of value to hardcopy mail?
- Guest speaker – Vicki Stephen, Director Mailing Services
 - ◆ Provided a presentation with data that supports an increased value vs. a loss of value
 - Including studies on neuroscience, etc.
 - ◆ The pilot program will help validate or negate this assumption

❑ Issue 12.0: Suppression of Images

- Questions/comments posed
 - ◆ Some mailers have expressed an interest to have images suppressed.
 - Need to discuss the implications of this and how it would be implemented.
 - ◆ As a follow-up to this, concern on images of envelopes which contain credit cards - these envelopes are commonly plain white -- what is the security to make sure these images cannot be stolen to maintain the mailbox security.
- Asking team to document pros/cons/use cases
 - ◆ From both a customer and mailer perspective
 - Will conduct a WG vote to present with final resolution document



Issue Detail

Pros	Cons	Use Cases



Wrap Up & Next Steps



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

- Weekly subgroup meetings held each Tuesday via WebEx from 12:00 noon – 1:00 p.m. EST

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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	Subgroup
3.1	Impact on Response Rates	10/02/15	Subgroup
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	Subgroup
14.0	Integration with Postal One	10/30/15	Revisit 01/16
5.0	Identity Validation Process	11/06/15	✓
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	At MTAC
10.0	Change of Address Process	01/22/16	

- ❑ Workgroup WebEx – Session 11
 - Friday, December 11, 12:00 p.m.
 - Sub Group WebEx – Session 5
 - ◆ Tuesday, December 8, 12:00 noon EST
- ❑ Planned content
 - Review of Session 10 – open issues
 - ◆ Issue 12.0: Suppression of Images
 - New Discussion
 - ◆ Issue 9.0
 - Flats Participation



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
- WG members are welcome to submit any additional key items after reviewing the material provided/referenced

❑ 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
- The discussion progressed further, largely broken into two categories and two sub-categories
 - ◆ Consumer facing – customer service and preferences
 - ◆ Mailer facing – operational and marketing

□ Issue 11.0: Feedback Loop

● Consumer Facing:

- ◆ Blocking images is not in the pilot program. 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.

● Mailer Facing:

- ◆ 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 had additional discussion on the “Ideal Feedback Loop” on 10/30/15. Discussed the concept of the connected mailbox and the potential benefits to consumers, potential revenue for the USPS, and concerns for mailers in relation to “refusing” mail.
- ◆ Team still needs 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.
 - **Additional detailed discussion was held on 11/6. The sub-group will be tasked with capturing the list of feedback loop items desired.**

❑ Issue 14.0: Integration with Postal One

- 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 (which should be in January 2016).** During the pilot, information will largely be managed by email and the MID will be used to connect the dots. Longer term the USPS imagined being able to apply images based on the IMb sequence number range.