

## Minutes for Workgroup #174 – Informed Delivery APP

Session 10: 12:00 – 1:00 p.m. WebEx

There were no new open/issues, so we started with a quick review of the topics discussed over the last couple of weeks: Identity authentication and the Mail Moment. The research Vicki presented was very interesting theory; we look forward to learning reality via the pilot.

Carrie offered two points of clarification on Vicki's presentation:

- 1) On Vicki's statement that the A/B test for the 2016 postal incentive promotions was not specifically designed for the Informed Visibility App Pilot, however, mailers interested in the Informed Delivery™ mailer interactivity test may qualify and are encouraged to pursue it further.
- 2) On 2017 postal incentive promotions: it is possible there could be an Informed Delivery™ promotion if the service is adopted at a national level and has been implemented.

In relation to qualifying volume for the promotion, as a representative of the promotions MTAC Users Group 8, Paul K added to the clarifying discussion. If you have 90% of the mailing qualifying and say 10% doesn't qualify, you can still submit all the mail at the same time. The discount will only be applied to the portion that qualifies for the promotion. A/B testing is part of the emerging technology umbrella. We should hear from the PRC by December 21<sup>st</sup> and then the more detailed description of the program requirements would be distributed by the USPS.

Carrie introduced the 'Suppression of Images' discussion. Carrie suggested a couple of steps. One, for us to document the pros, cons, implications and/or use cases of the various scenarios that are of a concern from the Mailer side of the house. This will help support the reasons as to why we would suggest the ability for mailers to suppress mailpiece images. The second would be to have a workgroup vote on this topic to help ensure that we get our own statistically valid representation of what the industry desires.

We had a large number of comments related to the Mailer's interest in suppressing images of mailpieces, including examples of types of images that could be suppressed and the reasons why images these images should be allowed to be suppressed.

Those examples are shown in the listing below:

- The initial discussion on the topic started out with an example of how image suppression might be used to eliminate risks associated with fraud, particularly PII.
- Angelo pointed out how operationally, an embossed credit card, in an envelope not meant to 'show' the credit card number' could be pressed against the roller during mail processing such that the numbers are imprinted on the envelope and therefore a part of the image of the mailpiece.
- An additional security concern associated with envelopes that contain credit cards would be if the letter inside the piece slips in the window so you can see PII.

- Angelo suggested another example where they may be some value in suppressing the mailpiece image is a collection notice. He added that there is a lot of value if/when industry has data to document that the consumer got the image of a mailpiece on a particular day and time.
- Wendy shared from an advertising mail perspective; the concern is that a consumer preview of the mailpiece image could water down the impulsive nature of responding to the physical mailpiece. Wendy added that Mailers are paying the postage for the mailpiece to be delivered, so it should be a voluntary program for mailers to participate the postal service delivering a digital image of the piece, since that wasn't the Mailers intent in tendering the piece to the USPS.
- Possible implications to payroll checks, tax refunds, subpoena's, red light tickets or convenience checks (negotiable blank checks sent by credit card companies) or high dollar amount coupons. Would those businesses want their mail piece images suppressed or not?
- Talked about certified mail and it being imaged. What percentage of the certified mail is on automation equipment? (Anecdotally we think the high 90's. Carrie will follow up to see what metrics are available to share). Whereas registered mail is not on automation equipment.
  - Jody has an action item to contact Walz and users/suppliers of certified/registered mailers to help us flesh out this discussion. Mike Tate, Bank of America, says he will investigate internally what, if any concerns, his company may identify.
  - Lee Garvey said Click2Mail does a lot of certified mail and a lot of it comes back unclaimed. The digital image might actually enhance the value of the mail to the recipient; they could know what it is before they stand in line at the post office to pick it up. And, he suggested, awareness of what it is – is likely to be more valuable to the sender as well. Mike agreed it could cut both ways. Certified / Registered Mail warrants more discussion.
  - The immediacy of processing the mail can trigger consumer reactions & generally speaking advertising mail isn't something that needs to be processed immediately whereas a certified letter would attract attention and cause the recipient to open it.
- Several members felt strongly that the Digital delivery of mailpiece Images to consumers ought to fundamentally be an Opt-In program for business mailers.
  - Business Mailers who pay postage to the USPS for delivery of that physical piece are paying for that service alone.
  - Wendy felt it should be Mailers choice. The underlying concept should be that it is the mailer's discretion – for whatever reason, a security reason, an advertising reason, it should be their choice to have images suppressed.
  - Dylan Purse agreed with Wendy. He added, on the flip side of that the inclusion of First-Class Mail will create the value to the consumer in opening and viewing the emails as part of the service. While he agreed there should be a mechanism to Opt-Out of the images, there would be a concern if all the images were advertising mail.
  - Lee Garvey speaking from experience said if it were all advertising he wouldn't necessarily open the daily email. Wendy stated this was all the more reason some Advertisers would not want their images represented and just rely on the physical mailpiece.
  - The question was raised as to why this wasn't designed as an Opt-in for Mailers instead of an Opt-Out (images would NOT be included unless mailers wanted them to be included).
  - Mailers suggested that Informed Delivery™ service is an additional feature, like any other extra service, that should be an Opt-In for Mailers. Carrie did not have the historical background on this and could not explain why the program was created this way, other than

- it is designed to enhance the daily consumer mail experience, tie hardcopy mail to the daily digital lives of consumers, and help keep mail relevant in a digital age.
- From a technical solution, Tracy Sikes elaborated that Mailer's use a STID to indicate what services they want and Informed Delivery™ could be Opt-In based on the STID.
  - Wendy suggested that this could even be a legal issue since mailers are paying for a physical piece to be delivered and nothing else. A digital image is not what they paid for, so an opt-in approach would make more sense than an Opt-Out. Adding it could help mitigate do-not-mail concerns.
  - It was suggested that there could be an opt-In model piloted to determine how much of the network would participate. Technical tools would likely need to be significantly different in an Opt-In model.
  - Dylan reiterated a point Wendy made, as a caveat to documenting the possibility of an opt-in approach. Reads we could get from early pilots would not be applicable. Wendy added that it might help make the case for a Mailer Opt-In Model if Mailers are seeing a negative impact. She summarized by advising that USPS should (a) give Mailers the option to Opt-Out and (b) consider changing the entire model to Opt-Out.
  - Outside of the mailer focus, in an opt-in world, the question was raised about what it would be like for the consumer. If every day I get 3 images and 5 pieces of mail or if every day I always get the same number of images as I get physical mailpieces; I just get acclimated. As a consumer if I know the program doesn't show all my mail and there will be additional stuff in my box, I will get used to that. Lee Garvey confirmed, based on his experience, at first he noticed what he got in the email vs physical pieces in the box and you just get used to it as a consumer, recipient.

Other related comments:

In response to a request for clarification about the email, Carrie level set: as part of the consumer service to increase visibility to your mail for the pilot, the images of the mailpieces going to enrolled users are black & white images of the front the mailpiece. In the future, it could be that consumers could get images, or alternately, they could sign up to get a text saying their mail will be delivered 1-2pm. Or that could be in addition to the images. This is all part of the USPS visibility vision that the PMG and Jim Cochrane talked about during PCC.

Sam shared the observation that certain self-mailers have the address on the back. Creatively, the mailer may prefer that the front of the mailpiece be delivered instead. Again, in the future, this could possibly be accomplished with a replacement image concept.

When asked about when the next grouping of ZIP Code locations to be rolled out, Carrie said there were a couple of things relative to competitive PO Box issues that had to be worked out. From the technical side of the house, it may need to be after the first of the year due to the seasonal IT Freeze unrelated to this program specifically.

Carrie also mentioned that the first 'user acquisition' email is going out today.