

Minutes for Workgroup #174 – Informed Delivery APP

Session 12: 12:00 – 1:00 p.m. WebEx

We started the meeting with a reminder that the notes and presentations are all posted on RIBBS. Carrie shared good news on the pilot. Originally there were 255 zip codes loaded. The USPS launched the remaining of the 653 zip codes, they were loaded yesterday. The pilot team will continue customer outreach and continue onboarding customers. In northern Virginia the postal team did a friends and family offer and one is planned for NY/CT. There are waves of campaigns going out, friends and family probably after the first of the year. The direct mail & email blasts that were planned are already underway.

Registration is about 2,770. Signups increased in the additional zip codes just by turning them on, before messaging to them. An email is going out later today as part of the customer acquisition plan. From the first list of 60,000, the team saw maybe a 3 to 3 ½ percent conversion rate. The trend line looks good.

Wendy asked if Carrie would share the email solicitation to the workgroup members to facilitate sign up. Carrie took an action item to get copies to share. USPS wants to make sure we don't send it to people in ineligible zip codes. Carrie distributed the list of eligible 5 digit zip codes for the NY/CT Pilot to the workgroup members.

Attendees were invited to raise any open issues or questions. A recap of the discussion on Flats participation was reviewed with the group. Carrie has contacted the appropriate technical folks and Mr. Patel to follow up on the opportunity to test the nuances of Flat mail. No new aspects were raised.

Do Not Mail Issue: The next discussion focus topic is how to get ahead of 'Do Not Mail' legislation. Alfie stated it is important to look at where the calls for Do Not Mail may come from, understand the context and in this case people are likely to go to USPS and to their State Legislatures to seek relief.

Alfie continued to share his experience, 'From 2008 to 2011 we saw 18 legislators and 4 individual cities take up 'Do-Not-Mail' legislation. The way they were defeated was a broad coalition, well organized, with facts at their fingertips. Labor & Industry went in immediately to the relevant legislative representatives to have quick strike capability with ready-made talking points. We need a network to activate as well. We can't prevent this issue; however, we need to respond as quickly as we can when it comes up.

There was a question about how customers can unsubscribe if they do not want daily notifications any more. There is an unsubscribe link in the daily email notification.

If a customer requested suppression from mail in the pipeline, there is an understandable response, it's already printed and on its way. When the customer requests not to receive mail from this mailer in the future, there ought to be a carefully crafted message to the individual (which would likely fall along the lines of the existing Do Not Mail options in place). Whatever the message is, deciding the nature of the message from a policy perspective is one action item, thereafter crafting the message so that the message is clear and avoids unintended interpretations/consequences is another.

One could use, for example, the existing process to handle “Return to sender” mail. A FAQ could anticipate the request to not get certain images or mailpieces in the future. What is the suggested response to the long term question of “I don’t want to get this kind of mail anymore in the future”?

Possible responses:

- Direct requestor to contact the company that sent the mail.
- Provide details to sign up for Do Not Mail.
- Describe the benefits of the mail ...

There may be some suggested language from DMA. Alfie took action item to look for it and share it.

There is still a request on the table that USPS would communicate to Mail Owner if/when the customer complains. There is no such process in place today for hardcopy mail. It was suggested that USPS could develop a communication process for this digital channel that could help companies and their customers.

Carrie reported that from yesterday’s update, 78% of the emails were opened. The healthy open rate is very encouraging. The pilot demonstrates the potential depth of value, people really like it.

Roger asked about the novelty factor. Is there a way to measure how/if/when the novelty wears off? Carrie said they are looking at historical reporting on open rates, daily, weekly, monthly, quarterly etc. So, yes we are looking to measure, however, it’s still difficult to predict what it will be 5 years from now, for example. In NOVA, daily open rates have generally been in the 60-65% range at this point and it’s been in place for about 18 months. From consumer surveys in NOVA, of which about ½ the subscribers took the survey, 93% reported they were opening the emails daily/when they arrive. This is the difference between hardcore daily users and general registrants that have the service for less frequent use.

Maybe there is a data point that shows a normal curve for novelty. We will bring this topic up to the subgroup to see if they have any thoughts.

Action item: Carrie will collaborate with USPS government affairs and sustainability groups to explore how we can proactively prepare talking points and build a coalition.

Dylan offered to support the approach and connect with the relevant DMA representatives as needed.

Image Suppression Issue: The group went back to the discussion regarding suppression of images. This was a key topic of conversation for two weeks and has been a portion of each weekly conversation since 12/4. Carrie reviewed a summary and highlight of the takeaways in our weekly presentation deck. We’ve documented the robust conversation and some of the use cases.

Today the program is driven by the physical mailpiece. The goal is to get in the hearts and minds of digital natives, the intent is to increase hardcopy mail; there is tremendous marketing value in having multiple impressions that will help us grow business.

There was a suggestion reviewing the messaging that goes out with the program, for example, if we talk about it as managing your mail it leads you to think you can control it. The way the USPS is talking about it is to ensure that your mail moment is part of your daily digital experience, to tie the concept of hard

copy mail and convenience of getting the images whether you are cross town or cross country, computer and mobile device, an opportunity to interact with digital content. Action item: as part of the communications team, Carrie will help ensure that future language (in the direct mail, emails, FAQs, etc.) focuses on the value to customers instead of saying 'managing your mail'.

We reviewed the calendar for the next couple of weeks. As we go through the process of compiling our resolution document, we will have a chance to review each of the issues again. The next two Fridays are official postal holidays so our next WG call is January 8th.

We have a F2F at MTAC the following Tuesday. Carrie will update the WG invite for the 15th of January to meet on January 12th at 10 am eastern instead. The subgroup will be scheduled for 11am eastern. The subgroup is working on their documentation to bring back to the larger group for final input and consensus.