

First-Class Mail

Key Comments and Questions

Sharon Harrison, MTAC Industry Leader for First-Class Mail

USPS Industry Engagement & Outreach Facilitator for First-Class Mail: Lewis Johnson

FG 1: Preparation & Entry (Operations) 12:20 pm – 1:15 pm

Dave Williams, VP, Network Operations, USPS

Todd Black, MTAC Industry Leader for Entry and Preparation

USPS Industry Engagement & Outreach Facilitator for Preparation & Entry: Margaret Pepe

Introductory comments:

USPS overall goal: integrate operations in an effort to service industry needs. Also committed to the new structure and driving performance.

Industry discussed the benefits of the new format – small, focused groups that allow candid conversation with decision-makers has been very successful for the Periodicals Operational Advisory Committee (POAC). Take actionable information, develop impact statements, and create small work groups to “dive deep” into the area of concern.

Discussion overview:

- Want to make sure mailers are involved in mail preparation discussions
- Great idea to simplify mail prep: fewer trays = fewer pallets
- Discussion around rates: SCF, AADC

Discussion notes:

1. Mailers should be involved in mail preparation discussions on a long-term, open basis. Recommendation: use the Area VP Focus Group meetings and include First-Class Mail so they are aware of and can provide support for issues involving outgoing mail, remittance, and return mail.
2. 3-digit pairs (1-, 2- and 3-day) should be put on a map, including today's pairs and pairings for the future. This map should be put on USPS website in an interactive format.
3. Important to know what impact the AMP studies will have on Remittance Mail.
4. Labeling lists need to be revisited to support necessary changes to labeling list make-up/content. How and when this is communicated to mailers is important.

5. Mailers need to know at least 12 to 18 months in advance regarding FCM for FSS.
6. The findings of WG # 135 (*Transportation Management Systems*) should be revisited. Involved scanning containers and nesting. For overnight service standards, mailers need to know what the critical entry times (CETs) will be. Could also affect mailers' staffing requirements.
7. Discussion around IMb Full Service automation portion of mail and possibility of expanding IMb use on all mail. Some industry members indicate they have assessed this, determined there is value, and currently do IMb on every mail piece. Also discussed clarification of what "full service" means - whether it would be better to include the process in the back end, multi statements, potential issue of mixing mail pallets, exclusion of unique rules that might help industry, attributes to determine postage rates.
8. Discussion around maximizing capacity, HUB network and CSA. As there are fewer facilities, expect to have fewer separations.
9. Discussion around CETs and the operating window, which is being expanded to 16-20 hours to maximize capacity, production and service.
10. Discussion around remittance mail and the wholesale remittance mail – plans to extract mail in an effort to advance it in the system?
11. No change to BMEUs at present – would be given notice of any future changes.

Action Items:

- Conduct teleconference to discuss some of the key issues, including label list, synchronizing opportunities and networks, effective communications.

FG 8: Product Development 1:15 pm – 2:20 pm

Gary Reblin, VP, Domestic Products, USPS

Rose Flanagan, MTAC Industry Leader for Mail Piece Design/Prod. Devel.

USPS Industry Engagement & Outreach Facilitator for Product Development: Jamie McHenry

Discussion notes:

1. Mailers will be invited to provide feedback in the early stages of product development.
2. Mailers need to know about promotions early on – at least six (6) months in advance – so they can determine the costs to participate.

3. Discussion of proposed 2012 Mobile Commerce and Personalization promotion, including program parameters and registration and mailing submission requirements. Some Meter Permit mailings may qualify. Promotion provides mailers with an upfront postage discount on qualifying Standard Mail and FCM letters, flats, and cards containing a mobile barcode that can be read or scanned by a mobile device.
4. Industry: First-Class Mailers are especially impacted by PO Box alternative addressing issues, because companies use addressing for reasons other than just mailing.
5. Any new product communication should use the new format communication tool developed by Task Team #8.
6. Two-ounce free is great for FCM mailers.
7. Find ways to promote FCM; negative perceptions of FCM need to be tempered.
8. The January focus group organized by OIG and the PMG was another opportunity to discuss the value of FCM. Purpose was to get a pulse of the marketplace; as the research comes back, results will be discussed. There were 4 sessions of the focus group. USPS will communicate information outside the group as appropriate.

Action Items:

- Share with mailers the 2013 calendar scheduled to be released in mid-March 2012.
- Schedule teleconference to discuss some products and service concepts (Social Media, FCM – Courtesy Reply Mail, QR Codes, IMb Full Service – vol. discounts based – and Seamless Acceptance with possible incentives, etc.).
- Share the results of TT #8 (New Product Information Process) and product development related case studies.
- The FCM group and Steve Monteith will meet on April 4 at 2012 NPF.
- Review proposal submitted to the MTAC leadership team to have a Task Team established to address the PO Box alternative addressing issues.
- Case studies would help USPS understand how companies are using the second ounce product – would help to inform future product discussions.

Agenda Items:

- Secured destruction
 - Ease of doing business with USPS
 - Second ounce pieces that do not have the full 11-digit barcode cause many production issues – product is very difficult and costly for the industry to manage, and only 2% of the mail is in this category
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FG 11: Payment / Acceptance 2:30 pm – 3:25 pm

Pritha Mehra, VP, Mail Entry and Payment Technology, USPS

Dale Miller, MTAC Industry Leader for Acceptance

Angelo Anagnostopoulos, MTAC Industry Leader for Payment

USPS Industry Engagement & Outreach Facilitator for Payment/Acceptance: Anthony Frost & Tonya Dodson

Discussion overview:

- FCR
- Visibility – Service Measurement
- Seamless
- Address Management Process
- Restricting Rates

Discussion notes:

1. Rate structure for full service will be examined. Single piece and non-automation mail should be re-evaluated for those in full-service. Redefine definition of FS to uniquely identify PC. Under e-doc they are not considered FS. Need single piece included if fewer than 500 pieces. Discussed the value of the 500-piece requirement for mailing with an FS IMb mailer.
2. Too early to tell if seamless will be voluntary or mandated. Seamless is expected to be fully implemented in 2014. Current plan is to offer incentives; don't know what they are going to be at this time.
3. Work Group # 143 is focused on seamless acceptance, including e-Dat.
4. Webinars will be one method used to communicate information to industry.
5. Discussion around free address corrections with FSS.
6. POSTNET to be discontinued – sunset in 2013 (no automation discount). Look at current service to consider what incentives to bring to FS; in 2014, in order to claim FS discounts, automation will be required.
7. Mail Anywhere will probably begin after April 2012 with the new system
8. Currently, when mail is verified and there is no IMb, a mailer does not lose discounts but would not gain FS discounts.

Action Items:

- Evaluate suggestion: should workgroup be established to evaluate full rate mail for 500-piece minimum requirements.
- There is an 8 cent surcharge – previously the surcharge was excluded if there wasn't a barcode – response requested.

- Industry needs a point of contact for the TMS system when something happens – identify appropriate POC and inform industry
- Question: will BMEs stay open later for the 8017 self transporters? USPS would like information sent to them from mailers who want to come later.
- Service provider registration for incentives? In the June release, able to do multiple jobs at one time? Follow up.
- TT #12 telecom scheduled for 02/17/12 to discuss Option 1 and postage statements.
- Industry asked for a list at the piece visibility level re: what's included, what's thrown out. The exclusions for visibility are the mail pieces that fail – Industry requests documents of each view of processing.
- With FSS you get free address corrections – technically falls under Visibility/Service Performance – investigate
- Industry wants to learn more about “Mail Anywhere” project.

FG 14: Visibility / Service Performance 3:35 pm – 4:30 pm

Jim Cochrane, VP, Product Information, USPS

Lisa Bowes, MTAC Industry Leader for Service Performance

USPS Industry Engagement & Outreach Facilitator for Visibility/Service Performance: Paula McCollum and Neena Dhuria

Discussion overview:

- Live demonstration and discussion of the Service Performance Diagnostics tool.

Discussion notes:

1. Most of the session was devoted to a live demonstration of the IMb Service Performance Diagnostics system. Group was impressed with the system. Customers would like access to some of the data.
2. FCM group shared their frustration with the PO Box Alternative Address [Post Office Box Street Addressing] issues, which were worked on and communicated outside of the MTAC Address User Group and did not engage the Address User Group leadership.
3. Plan is 100% product visibility.
4. Product tracking system to be reengineered during spring 2012 (on schedule)
5. Effort underway to simplify the process for small / medium-size mailers to participate in full service.
6. Sunset POSTNET eligibility for automation rates by January 2013.

Action Items:

- Question: In the Service Performance Diagnostics tool, is it possible to tell which pieces were excluded from measurement and why? USPS will review and respond to mailers so they can address what may be the root cause.
- Look into industry concerns around PO Box Street Addressing.