

Mailers' Technical Advisory Committee
MTAC Focus Groups: August 15, 2012

Product Development
Focus Group Session Notes

Gary Reblin, VP, Domestic Products, USPS
Rose Flanagan, MTAC Industry Leader, Mail Piece Design/Prod Development
USPS Industry Engagement & Outreach Facilitator: Margaret Pepe

FG 4: Package Services 9:00 am -10:30 am
John Medeiros, MTAC Industry Leader for Package Services
USPS Industry Engagement & Outreach Facilitator: Ruth Southworth

Discussion notes:

Pulse of the Industry – John Medeiros

- *Testing through NSA for Parcel Select Light weight (PSLW) – potential cannibalization for FCM*
- *Date Certain delivery - how industry affix labeling w/green & white face label...industry would like to recommend black & white labels*
- *Ideas on Package Volume promotion*
- *QR Code discounts for packages – of concern was how the USPS can guarantee the linkage in order to confirm discount qualification*
- *Conduct test on Signature Confirmation on Parcel Select Light Weight using contractor to see what actually occurs – identify customers who may want to participate in test (Marc McCrery)*
 - *Create customer survey to get feedback on product interest*
- *John Gullo's new assignment: to proactively develop systems from technology for better integration*
- *John Medeiros requested an earlybird DDU list (USPS used to supply); package mailers looking to get a break out of sites earlier than CET; make current list easier to use (Karen Key)*

1. Ideas to promote package volume

Looking for ideas to grow the package volume. Prompted by eBay Now and Amazon as the next big leap for eTailers to encourage same day delivery through regional providers. Open discussion prior to presentations.

Same Day Service –

- USPS considering it - EBay “now” Amazon “same day delivery” -- next big leap for online e-tailers to offer customers. Being done through regional providers. If customers are interested we should look at this opportunity and its feasibility.
- Will be running operational test to expedite packages in our network
- Cut-off times, relay boxes - look at Metro-to-Metro delivery as opportunity
- Value-added service
- Not looking to out-source this service
- Pricing strategy would have to be determined
- Go Post might be best way to achieve same-day delivery service

Time Certain Service

Would allow USPS to tell when the package is delivered as added feature.

- Predictable delivery
- Leveraging technology

Early Bird Drop Ship list used to be published – would be helpful for the industry for CET

Drop Ship list is currently updated and available on RIBBS

Targeted advertising – Direct Mail – to segments could be effective, drive ROI

Discussion around various messages being used to educate customers on products and services

2. QR Code Discount for Packages

Nov 7 -21 Mobile Barcode Promotion asked PRC for approval to offer another promotion tailored to e-tailers around holidays offering a discount.

Goal to use direct mail to drive consumers to internet

Targeting Cyber Monday, Black Friday

Offers a 2% discount; additional 1% discount if fulfillment by Priority Mail.

Eligible for Direct Mail – not package services

Need a mailer identification (MID), permit indicia or manifest

Rewards program - if portion of fulfillment was done using Priority Mail (PM) additional discount of one percent. Example:

Advertise 100 pieces with Direct Mail

1 package is deposited Priority Mail from your company = one percent

You get the additional 1% discount on the direct mail piece (100 pieces)

Pre-register for program; during the promotion period if they mail using PM by Jan 1st they will be eligible to receive the rebate (after the fact)

Package Services brought in \$750M over SPLY. This growth in shipping has offset our decline in FC volume FY 2011. Change in shipping trends to GROUND – costing drives performance to ground, as FedEx / UPS don't have shipping advantage for ground as the USPS. If we can increase our advertising we may be able to increase our growth.

We are working to improve the perception that USPS doesn't utilize word class technology to provide tracking with real time scanning. . We have made great strides in improving track-ability and on time delivery.

Moving to regional delivery to improve efficiencies. Light weight – 10% volume 20% in revenue growth Signature for FC is at cost coverage

3. Test via Negotiated Service Agreements (NSA) - Marc McCrery

Parcel Select Light Weight – (PSLW) growth in pharmaceutical, e-tailer and e-commerce; area is growing. Recycling program is being expanded; direct mail advertising will support that initiative.

Opportunity to offer specific customer segments a value-added signature option using an NSA:

Large volume

Targeted market –Pharmaceutical Segment

Discussion regarding the NSA application process and request to simplify it; but It is currently 2-3 pages and has been simplified (per McCrery).

4. Package Intercept for commercial letters, flats or packages – Karen Key

Introducing **Package Intercept** for commercial letters, flats or packages -- to match competitors' offerings

Full launch (live) for commercial phase: August 12, 2012

Anyone interested in participating should reach out to their Operations Integration Specialist

- *Fee based for commercial letters, flats, and packages. Intercepts prior to delivery.*

- Does not include Standard or Periodicals
- \$10.95 fee plus Priority postage
- Tracking included (baked into service)
- Additional extra services are available
- Available through Business Customer Gateway

Tools –

- System Application Requirements (External)
- Users Guide (External)
- Application Programming Interface (API) sometime in the fall timeframe

Features-

- Cut off for notice is 2:00 am CST
- Scan event #44.
- Can re-direct to new address – Hold For Pickup locations or return to sender
- Pay for postage on request – CAPS account. - Retail feature (Postage Due) will be updated Jan 2013.

Questions:

What is the success rate? 60% on interception - pay only for the pieces that are intercepted plus the fee to initiate the interception

What is the timeframe for the API? Anticipate in the fall

Can you explain the process? Field gets a notification via an internal application "MyPO" notification also occurs via a handheld scanner.

Is there a specific code? Yes, scan event code # 44 to indicates it was intercepted.

Day Certain Delivery – June 24th

- Label color was selected by delivery operations; tests were conducted. Discussion: mailers do not have functionality to print green. USPS willing to explore black/white label version; however, must consider it will lose visibility if black/white
- Scan prompts the carrier/manager to verify the date on the label and hold mail to the date indicated.
- Strictly for Priority Mail and First-Class Mail Packages
- Use a Negotiate Service Agreement to participate – through Sales Representative
- Additional charge
- Training and Communication Plan will be implemented prior to launch
- Customer specs exist for printing labels and customer fulfillment

Label ordering process:

- Contact Program Manager – Shipping Products
- Complete Label ordering form
- Label options:
 - * USPS will provide with date preprinted
 - * Customers will overprint date
- Anticipated turnaround for labels = 10 days

Available Tools:

- Label Request form (External)
- Publication 199- Supplement for NSA

Questions:

How do you know that it's day certain delivery? When you scan the barcode, an alert comes up on the scanner to indicate day certain delivery.

Could having the ability to print over the date on the labels help with production? Industry: might be a viable option

Could mailers put the date on the label and still use the green/white labels for visibility? USPS willing to explore options that are feasible for both mailers/USPS.

Bound Printed Matter (BPM)

- Lean Six Sigma project identified inefficiencies in processing Package Services
- Sampling efforts revealed inefficient packaging as well as, not eligible for BPM parcel pricing
- Efforts to move BPM to Competitive product listing & is on hold at this time.

Proposal

- Federal Register Advance Notice of Proposed Rulemaking: July 25, 2012
- Comments Due: Sept 10, 2012
- Proposed to implement a density requirement (10 lbs) for BPM parcel only
- Parcels will be required to meet or exceed the minimum physical density requirement to qualify for BPM Parcel pricing.
- Proposed effective date targeted for implementation – July 28, 2013

Benefits for both USPS and Industry were shared along with how to determine density. Samples shared to determine eligibility criteria for Bound Printed Matter.

Operational changes necessary to determine the 10% density may be costly -- Industry suggestions were solicited.

Industry issues regarding BPM density:

- Retooling the measurements – Industry aspect of the cubic scan
- Technology better for Dim weight – or weight divided by Dim. Need new technology to determine density
- Industry Standard does not use **cubic foot** – uses **pounds per cubic inch** in carrier service after apply label goes through the cubic scan and out the chute.

Questions:

If acceptance audit identifies error, will it be on the entire mailing? Each piece identified would get the surcharge, not the entire mailing.

BPM is only in the proposal phase.

How would USPS do the sampling in eVS environment? Working with technology to see if we can sample on our automation. Not tied into this calculation – which is why we are soliciting feedback.

5. Lithium Batteries - Giselle Valera, USPS Vice President, Global Business

- International – APO – FPO - DPO Mail
- USPS must rely on passenger aircraft
- International aircraft management and regulatory organizations determine what can be done
- Anticipate that effective January 1, 2013, Federal Aviation Administration (FAA) approves USPS acceptance of lithium batteries in a personal electrical device and powering for shipping to and from APO, FPO and DPO locations.
- Must go to UPU (Universal Postal Union) and ICAO (International Civil Aviation Organization) for certification.
- Before October 2012, settle with FAA for January 2013 effective date.

Federal Register Notice: Regarding Electronic Rate (Privacy Act of 1974 – System of Records)

- FRN published in August 2012
- To effect a price reduction with IMBP on each piece as delivery confirmation will be cheaper while being able to confirm scanned hits end-to-end.

Action Items:

- USPS: look at making drop ship file more user-friendly so CET can be extracted (Karen Keys)
- Industry asked for PARCEL section to be added on RIBBS (Marc McCrery)
- Request to get the slide out to the group so there is a better understanding of the Federal Register notice regarding Electronic Rate (*It is posted on RIBBS*).

FG 8: First-Class Mail 10:45 am – 12:15 pm

Sharon Harrison, MTAC Industry Leader, First-Class Mail

USPS Industry Engagement & Outreach Facilitator: Lewis Johnson

Discussion notes:

Pulse of the Industry –Sharon Harrison

- Pricing strategies for FCM
- Simplification of Promotions / Incentive Programs
- Post Office Box Street Addressing
- UAA Approach to Secure Destruction
- Rollout of MTEOR
- IMb Full Service

Key Discussion Points

- Presort mail volumes have stabilized, including Transaction Mail being the major focus.
- Mailing and Shipping strategies reviewed.

Picture Permit Pilot Program

- 170 customers registered for Picture Permit pilot program
- Electronic testing of mail pieces expected within two months.
- Six (6) customers currently paying.
- Expected to have one customer using Flats (shape not an issue) within 1-2 months.
- No Parcel customer identified yet.

Undeliverable As Addressed

- Moving forward with a UAA secured destruction. Pilot.
No pricing yet established
Destruction will be performed by postal employees at postal facilities.
- Federal Register Notice (Privacy Act of 1974)
Notice issued on August 3, 2012.
Comments due by September 4, 2012.
- Conduct internal operations feasibility test to determine if the Postal Service can enhance customer visibility of their Certificate of Mailing, including taking an image of the mail piece and send a watermark of the image back to the sender.
- Images go back to whoever *entered* the mailing – some instances when the data may possibly go back to MSP, but needs to go back to Mailer.
- Operational task team may be set up to ensure program meets industry needs.
- Proposal to modify PS 3877 Bulk Certificate of Mailing – addition of barcode to the firm sheet – get a shipping acceptance scan
- Attempt to reduce the price of certificate of mailing

Questions:

Industry has been asking for images for address error – would this service allow us to offer this type of service in the future for diagnostic purposes? This is an operational test; if it's approved, may allow us to explore other value-added offerings.

Single Piece – would it negate the need for the PS 3877? No, you would still need to send the electronic file. The PS 3877 would basically become your manifest. This new process would be a true chain of custody – once the piece gets to mail processing, you would get a *start the clock* (STC) to indicate that the USPS took possession of the mail piece. This will also change the way we validate the pieces presented to USPS at retail units.

If you are using a PS 3066 do you have to use this service? No

1. Pricing Strategy (Reblin)

- Second Ounce Free is permanent.
- Since January 1, 2012, over 50% of managed accounts have used the service.
- Establish commercial single-piece non-automated letters up to two ounces:
- Response to feedback from F-CM customers.

2. Promotions (Reblin, Steve Monteith)

Mobile Commerce and Personalization Promotion:

- Moving to Standard Mail services.
- Objective is to promote the value of mail

Holiday Mobile Shopping Promotion:

- Postal Rate Commission (PRC) approved the promotion on August 7, 2012.
- Scheduled to run November 7 – 21, 2012, with registration beginning September 15, 2012.
- Will provide business mailers with an upfront 2 percent postage discount on Standard and FCM letters, flats and cards (presort and automation) that includes a mobile barcode or print / mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile optimized shopping website.

How many customers are using Picture Permit and have mail in the system paying the penny fee? Six customers are paying the cost; those who worked on the operational test; plus two.

Once you are approved in the registration process are they automatically accepted? USPS is working to expedite the approval sample process - possible automate the process

Will the USPS be rolling this out to packages and flats? If there are customers interested in testing this we want to operational test and ensure there are no operational issues.

Would the tier platform be volume based? Its volume, revenue not yet been determined.

Second Ounce Free

- Since January 22 launched over 50% participating 1.0% increase in weight per piece
- Seeks cases to help demonstrate success:
 - Marketing Offers
 - Customer Education
 - Notification
- Goals
- Commercial Single Piece Rate
 - Simplify preparation for First-Class Mail Letters
 - Under consideration for January 2013

Why is it not part of other promotional offerings? USPS to consider Commercial Single Piece with other promotional offerings.

Personalized Promotion

- Nearly 800 customers, 24,000 mailings, over 2B mail pieces (93% STD Mail)
- Addressing customer inquiries
- Eligibility
- Registration
- Discount Implementation

2013 Promotions Calendar – Proposed

Feb- March: Coupons – Mobile Integration
 Local & National retailers & businesses
 Click to Call
 Insurance, Financial, Small Business

May-July: CRM/BRM Earned Value
 Financials, Catalogers, Publishers

August-September:
 Emerging Technologies
 Retailers, e-Tailers & Catalogers
 Samples
 CPGs, Retailers
 Picture Permit
 Existing customers

November – December:
 Buy it Now
 Retailers, Catalogers, ETailers

Would we continue to look at postage incentives on existing promotions? Yes if we feel the industry needs to be incented to try the product or added value service. Any details surrounding the rebates and/or discounts are part of the PRC filing.

When do you plan to file this with the PRC? October/November time frame.

Open Discussion:

Update on Mail Redirect

Regional testing just moved to national testing if successful will look to expand customer testing.

Can we define mobile optimized so customers can understand requirements?

When will we have the language finalized? Within next several weeks.

Action Items

- Explore the Move Update requirements for customers not using the PS 3066.
- Operational work group task team is necessary for UAA
- Look at 2oz -3oz pricing to reduce complexity
- Setup a conference call with the next two weeks to get industry feedback regarding a tiered pricing program for Picture Permit: (Steve Monteith & Sharon Harrison)
- Consider Commercial Single Piece for other promotional offers.
- Determine if Mail Service Providers (MSPs) should be considered for pricing incentives to encourage them to promote products and services. (Steve Monteith)
- Consider incentives to push color.
- 2013 Promo calendar consider broader definition of transaction for FCM to expand it from transactional to broader audience.
- Consider advertising on CRM/BRM free up real estate
- Consider releasing technical requirements prior to launch so industry can implement
- Have we considered offering the promotional periods that allows industry to opt in once per year? Would allow various customers to try a particular promotion within their cycle at different times.

FG 12: Periodicals 1:30 pm – 3:00 pm
John Stark, MTAC Industry Leader, Periodicals
USPS Industry Engagement & Outreach Facilitator: Ernie Harris

Discussion

Pulse of the Industry - John Stark

Migration to digital continues
24% growth in digital readership
Influx of apps for smart phones and tablets

Advertising News

Magazine advertising revenues down this year; not expecting bounceback

Q1 2012 -6.4%; Q2 2012 -3.7%; Q3 2012 -3.1%; YTD 2012 -4.4%

Some positive signs: Top 3 business titles grew ad pages in first 2012
September issue fashion titles have ad gains

Other News

1.7% decline in print total audience
48 titles ceased and 133 titles were launched in first half 2012
Select titles are integrating augmented reality

- Periodicals continue to be the content provider bringing value to the mail box and generates additional mail volume for other mail classes.
- New USPS service measurement tools being developed offer a powerful new selling tool for Periodical mailers to show advertisers data for proof of mail's consistency and predictability - which will offer new opportunities going forward to generate new business.
- USPS should consider having its sales force promote advertising to generate business for Periodicals.
- John Stark mentioned that Conde Nast had created one sales force for both its print and digital initiatives
- Gary Reblin discussed new developments by USPS offering multimedia promotions – pointing out that digital still needs to prove itself from an ROI perspective.
- Other trend discussed: creation of new capabilities such as the Prism Source Vocabulary (PSV) – software – specification that moves content to any print or digital device.
- Why can't you sell advertising in our periodicals? USPS could be selling periodicals. Sell the monthly media to maximize the return on investment.
- Suggestion to put some emphasis on good (rather than bad) news.
- Periodicals moving to electronic
- B to B market: moving to electronic and reduced frequency

National Postal Forum (NPF) Planning

Industry outlined proposed plans for a new "Periodicals Track" -- NPF 2013 offering which would provide some new and innovative workshops/offerings.

- Discussions are taking place around the Red Tag presentation; possibility it may continue to be featured on Sunday along with renewed focus groups.
- Ideas include the possibility of offerings over the following three days with sessions such as "Magazine Evolution in a Digital World," innovative new panels - one featuring association executives, another possibly an "ask the publisher" session, and another panel possibly featuring a media buyer, a publisher and USPS executives to cover how mailer changes affect the USPS and how the USPS can work with the industry to grow volume and revenue.
- Other ideas being considered for sessions include one to cover changes from PAG, a "nuts & bolts" session and other exciting new possibilities.

- The key will be to provide upbeat and innovative offerings under the growth and creative theme umbrella which will provide value to Periodicals NPF attendees and an extended audience.
- USPS is committed to working with the industry and is currently in discussions as to what the future offerings will be at the NPF.

Key points

Working with the industry to create agenda

Red Tag Meeting - Sunday

Innovate, informative and entertaining sessions

Highlight growing publications – rely on industry leaders

Impact of Technology on business

Offer the nuts and bolts sessions

How to get periodicals approved

New launch applications

New sales tools that USPS offering to grow periodical advertisements

Everything you want to know about periodicals but are afraid to ask

Consider a panel with a representative that entire value chain.

Panel of growing publications – AARP what have they done to grow subscriptions?

The Week – keeps growing each year –leverage their knowledge, what are you doing right?

If it's not a marketing gimmick is a content value that is driving up subscriptions?

Revenue Initiatives Kelly Sigmon, VP Channel Access

- Addressed “Magazines at USPS Retail” – USPS is open to a test in 25 – 50 locations. Howard Schwartz – Time taking the lead on getting industry together for digital subscription sale. They have four publishers in one site now. Discussion included how to make this appealing in the retail environment.
- Regarding QR codes: 40% of scans of QR codes are via Periodicals. The importance (and implications) of the rapid evolution of APPs was discussed, along with how to have APPs preloaded with Android, etc. National Newspaper Association community newspaper members wish to be involved with this.

Retail Stores: Test market adoption in select retail offices

Customer scans QR code to subscribe

Periodicals @ retail

How do we make it attractive to the consumer?

Can you use demographics to determine what publications are displayed?

40% of QR codes are at retail

58% home through in the mail

Consider inclusiveness of the community newspapers

PAG initiatives Tom Foti, Mgr Direct Mail & Periodicals

- Reported on PAG initiatives and the 24 piece sack requirement was mentioned as a possibility for October. Industry has been working with the USPS on this; making it optional could provide a significant “win/win”
 - Requester subscriber more than 75% advertising
 - Supplement to changes
 - eSubs qualifying for paid circulation
 - Elimination of additional entry fees
 - Resolved issues surrounding these issues
 - Potential inclusion of alternative electronic media
 - Exploring ideas get with operational to determine its feasibility
 - Example – bind in a blue teeth device ¼ inch thick
 - CDS and DVDs
 - Ability to include sealed envelopes - been resolved
 - ID Statement Postmaster ACS
 - Co Packaged publications
 - Catalog issue regarding language definition of catalog - resolved-

Promotions Calendar – proposed 2013

Reblin reported on the 2013 Promotion Calendar; suggested the May / July CRM / BRM Earned Value promotion should be of interest to Periodicals mailers and the response was very positive

May-July

CRM/BRM Earned Value
Financials, Catalogers, Publishers

Industry thought this was a great way for them to promote this incentive to their customers.

Action:

- John Stark requested an active response to this week's "Call to Papers" (copy to Periodicals Facilitator : USPS Industry Segment Rep Ernie Harris) for new and innovative sessions for Periodicals for NPF 2013
- Details will need further development for testing of magazines at USPS retail locations (how large, how small, where, etc.); Kelly Sigmon will work with Industry to provide legal with specifics
- Tom Foti: follow up to report on the opportunity to buy magazine subscriptions on usps.com
- Can we combine products to promote the value of mail and/or identify advertising opportunities to potentially offer a rebate program?
- Can we make changes with the infrastructure to support via *PostalOne!*
- Follow up on the status of the Statement of Ownership – (USPS Susan Thomas)
- USPS to release promotion calendar with high level details regarding the campaign with suggested target dates and details

FG 16: Standard Mail 3:35 pm – 4:30 pm

Wanda Senne, MTAC Industry Leader for Standard Mail

USPS Industry Engagement & Outreach Facilitator: Tonya Dodson

Discussion Notes:

High Density – Saturation Letters – Q3 YTD – down (1.7)
High Density – Saturation Flats & Parcels – Q3 YTD up +1.1%
Carrier Route – down (4.1) %
Flats down (12.7)
Letters down (7.8)
Total Standard Mail – down (5.7) %

Overall improving trend - Standard mail: better each quarter even though it's been down, year after year

- New! – Proposed Structure Change in High Density Plus
 - Price break on high volume of 250-300 pieces per route

Mobile Commerce & Personalized Promotion

Nearly 800 customers, 24000 mailings, over 2 B mail pieces (93% STD Mail)

Addressing customer inquiries: Eligibility
Registration
Discount Implementation

2013 Promotions Calendar – Proposed

Feb- March: Coupons – Mobile Integration
Local & National retailers & businesses
Click to Call

Insurance, Financial, Small Business
May-July: CRM/BRM Earned Value – on the pieces that are returned between May-July
Financials, Catalogers, Publishers

- August-September: Emerging Technologies
Retailers, e-tailers & Catalogers
Samples
CPGs, Retailers
Picture Permit
Existing customers
- November – December: Buy it Now
Retailers, Catalogers, e-tailers
Bill me later option will qualify as financial transaction for promotion.

Holiday Mobile shopping promotion

- November 7-21 (two weeks)
- 2% discount mobile technology on mail piece
- Must link to mobile – optimized purchasing site
- Additional 1% discount for PM fulfillment
- Offers & mobile links in consumer's hands for cyberweek '12
- \$6B in shopping revenue, 2011
- 3 all time record online spending days, 2011

First step in tying our products together and see how consumers react

Rebate program – If you do a standard mailing and if portion of fulfillment was done using PM additional discount of one percent

- Advertise 100 pieces
- 1 package in PM from your company = one percent
- You get the additional 1% discount on the direct mail piece (100 pieces)

Pre-register for program; during the promotion period if they mail using PM by Jan 1st they will be eligible to receive the rebate (after the fact)

USPS will work with Industry to fine tune this as we go forward.

EDDM Update (Dave Mastervich)

Enhancements (target date late August 2012)

- o Customer now will be required to sign in before checkout (no demo needed)
- o Log in and sign up via .com (customer registration) or BCG
- o Search based on ESRI mapping location not through AMS (i.e. mailable address not required for search)
- o Sort search results by zip/residential /Business
- o Color coded routes will help define selections
- o Map placement larger and to the right of search parameters – no longer location based searches only
- o Search parameters “accordion style” on left side of page
- o Editable search parameters throughout process check out
- o 30 day mailing calendar
- o Shopping cart – specific to EDDM no mixed carts
- o Pay online or pay at retail (interim POS Solutions)
- o Parts of PS forms and facing slips will be populated
- o Separate BMEU flow

Target date November 2012

- o Mailing History
- o Real time feeds between POS and EDDM Application and USPS.com

Interactive demonstration of EDDM tool

If mailer decides to do a large volume EDDM using drop shipment do they have to manually create PS 8125 form? It would be a BMEU saturation mailing, and appropriate tools exist.

What is the weight max if retail 3.3 ounce at BMEU? It's 15.59

Will the facing slips remain a manual process? Yes

List election process – vision is the local Pizzeria if you expand to 500 stores nationwide – maybe we need an APP for that? The API should fix that issue.

Is it marketing? Is it Direct Mail? What is the right vehicle? Need to figure out how to reach the right audience and draw them to these sessions.

Launch date – March 2013 target date

Other discussion topics

Direct Mail Symposiums

Mail Works Guarantee

Test approved – marketing to the highest speed customers on the advertising side - select group of targeted controlled environment

Purpose to increase ad spend on direct mail side

ROI negotiated and rebate offered

About a year now piloted – looking to expand the reach

Anticipate a proposal in the next few weeks

Reblin eager to get initiatives in front of the ANA, DMA, MPA, etc. Wants ideas on how to do it.

Other Sales Initiatives

Tests going on using inside sales resources to reach out to the small business

Ground work – establishing criteria for expanding reach

ACTION:

- USPS requests feedback from the Industry perspective on what it should drive for incentives and promotions
- USPS requests feedback on tracking ability from Industry
- USPS will look into Drop Shipment for large mailings
- Follow up on manual process for form 8125
- USPS will provide a list of anomalies in play with EDDM