

Product Development Focus Group Year End Review

MTAC

January 14, 2014

First-Class Mail Focus Groups

- **Partnered with 2014 promotions**
- **Discussed issues around FCM participation**
 - **How to target promotion to increase First Class mailers participation**
 1. **Length of time promotions run**
 - ❖ **2014 Color Promotion runs 6 months**
 2. **Target Promotion aimed at FC Mailers**
 - ❖ **Color Promotion**
 - ❖ **Earn Value Promotion**
 - **Worked together to reconcile payment for earn value promotion**
 - **Formed task team with several companies to ensure accurate piece count measurement**
 - **Ensured counts matched for CRM**

Standard Mail Focus Groups

- **Partnered with 2014 promotions**
- **Added a Promotions User Group**
- **Discussed issues around simplifying requirements for Standard Mail participation**
 - **Determined key areas to simplify registration process**
 - ❖ **Auto enroll**
 - ❖ **Posted detail technical and program requirements on RIBBS**
 - **Collaborated with industry and customers to resolve technical issues**
 - ❖ **Ex: Solutions to allow co-mail in promotions**
- **Solicited ideas from MTAC participants to ensure proper vetting of promotions to avoid potential issues**

Periodical Focus Groups

- **Partnered with industry to build flexibility into periodical mailings**
 - **Addressed industry concerns on advertising/editorial content regarding URLs, QR codes, etc.**
- **Expanded availability of periodical mailers to participate in Earned Value promotion**
 - **Determined methodology to count number of BRM generated from periodicals**
 - **Formed task team with several companies to ensure accurate piece count measurement**
- **Explored potential partnership and closed long standing requests:**
 - **Evaluated magazine subscriptions via USPS channels**
 - ❖ **Industry determined not cost effective**

Shipping Focus Groups

- **Partnered with industry for enhancements on:**
 - **Package Intercept**
 - ❖ **Developed bulk upload of up to 100k requests at 1 time**
 - ❖ **Payment by CAP trust account**
 - **Package Pickup**
 - ❖ **Automated upload solution for Pick up on Demand**
 - **Create up to 1 year daily with specified time for a fee**
 - **Made onboarding easier for new customers (24 hours)**
 - **Upload multiple pick up addresses at one time for retail chains (example: Footlocker)**
 - **Address Validation incorporated**
 - **Simplified processes**
 - **Minimum volume threshold to 50lbs or 50pc**
 - **Allowed IMb on Priority Mail flats**