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MTAC Focus Group Session Notes
Wednesday, January 13, 2016

ENTERPRISE ANALYTICS/DATA USAGE

Robert Cintron, USPS VP-Enterprise Analytics
Angelo Anagnostopoulos, MTAC Industry Leader,
Enterprise Analytics and Data Usage

Session 1: PACKAGE SERVICES

(John Medeiros, MTAC Industry Leader)

DISCUSSION TOPIC

Addressing

- **Workgroup 177 – update address quality methodologies**
- **User Group (UG) 5 - revisit opp to enable COA info to come in to PO for college and univ students, expose COA records to mailers, 5 schools participating**
- **How names are presented on mailpieces when go through NCOA software, name format couldn't be resolved, Internat'l addressing formats versus Universal Postal Union, what can we do within the 2 systems to put in format for receiving country, Extension in review period for streamlined mail entry pub draft**
- **New IMb tracing STIDs for BPM, related to full service Shipper paid forward/return, only upload data once, extra service code transferred to ACS group, billed through ACS acct, extra service code is only in the file, not in the Parcel ID Code**

IMpb

- **Real time monitoring of systems to pinpoint before things get out of control 100% exact matches if they could, real statistical data to look at exact match and how they affect industry**
- **Address validation: how to resolve 7.13% (does not include extraneous addresses, only addresses that require a secondary) address unable to validate, secondary not being in the file, scenarios not built in to validate the secondary, do a deep dive to see what addresses are in the 7% not meeting compliance and break it down in more detail for one on one meetings. High level breakdowns in the presentation.**

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- If the secondary is on the package but not in the file, is there an impact to the USPS?
- Issue with postal only agreeing to provide avgs of address errors but USPS says they are providing customers the addresses failing, samples during the one on one customer meetings
- No USPS apartment link product to match addresses like there is for Suite Link. How can mailers resolve if there is no tool to help without checking at time of address entry and re-prompting the user?
- Mailers should try to leverage the “Best Practices” that are compiled by Work Group 177

ACTION ITEMS

- **Show current IMpb measurements not just the future- Juliaann Hess to include in PTR User Group presentation**
- **Schedule one on one meetings- Juliaann Hess and team and the mailers**
- **Participation in UG 5 and Wrkgroup 177 is open to all**

Session 2: FIRST-CLASS MAIL

(Michael Tate, MTAC Industry Leader)

DISCUSSION TOPIC

Addressing

- Internat'l addressing formats, match up with UPU or receiving country, Extension Mail Entry Pub draft
- UG 5 100 record minimum, work w/ industry to address concern, review documents and update latest address quality methodologies
- WG171: UAA reason codes, look at training for delivery to identify correct UAA code, training and communication blitz, addt'l analytics around what UAA codes getting assigned or inconsistencies, new STIDs introduced in 2016 for BPM
- Deployed PARS 5.7 software in all PARS sites Dec15, seeing decline incorrectly returned FCM
- Question: Packages: Assessment – DPV, higher quality delivery address validation, we encouraged them to join UG 5

FCM

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- We are getting more mail in measurement. One identified issue was mailers may need to enter in multiple Origin facilities but current CRID is a one to one entry point. An enhancement is going in to allow a one to many origin facility relationship which will allow more mail to be in measurement. They are also looking for other enhancements to increase the amount of mail in measurement
- UG4 needs to help understand the long haul impacts. There should be not impact on short haul for stop the clock since it is only a short distance away. Need to research that to make sure. The long haul will be an impact, so we are working on a solution for this scenario
- Dip in performance was delivery window change
- Does the service for Non-measured mirror the numbers for the measured ami, has a study been done? This is not something we have researched, the main focus is on increasing the mail in measurement
- Looking for feedback, operations and entry and what is unique about preventing it from getting into measurement, mailer scorecard will tell if mail is in measurement, internal measurement for business rules on the table but there is an open docket with PRC, Steve wants to get long haul into measurement, able to measure where FCM is in regards to direct, SDC etc (one of EA NPA goals)
- Last mile trend is moving upwards, working with operations to address, hone in on remittance mail to see if service variance is accurate achieving 99% score
- Flats: vol growing of mail getting into measurement, last mile has been consistent
- Can you scan tub of FCM as its delivered to carrier case? Opp to get visibility, can look at data backwards to see trends
- Can we see mail a couple days before its going to be delivered and how far out in process (talk to Cliff Rucker)

ACTION ITEMS

- **Add more schools to UG 5 (Richard Boudrero to supply list to Jim Wilson)**
- **Share info of mail being forwarded in first 3 months vs after that period- Jim Wilson**
- **Get FCM long haul into measurement (Steve Dearing)**
- **Schedule STID vs MID meeting (side bar w/ Himesh Patel)**
- **Mailers please volunteer to do a deep dive on vital few reasons that mail is not making it into measurement- Mailers and Steve Dearing**

Session 3: PERIODICALS

(Randy Stumbo, MTAC Industry Leader)

DISCUSSION TOPIC

Addressing

- **Colleges and Universities, UG 5 – encourage participation, How to capture COA info for students when they leave the schools, how to bring into NCOA link, MLOCR – how names are formatted, come away w/ recommendations, Addressing standards with UPU, proper way to address mail to other countries, can we align and do address quality improvements, ext of streamline Mail Entry Publication**
- **WG 171 – UAA reason codes, following up on action items, communication blitzes and training, metrics to present to delivery office where we see UAA statistics with issues, UAA reason codes being improperly identified, look at documents and pubs that speak to address quality methodologies**
- **New STIDS for BPM for IMb tracing, new STIDS for Reply Mail**
- **Mailer can make determination up front to pay - Shipper Paid Forward/Return**
- **Standard Mail being returned as FCM to mailer has been fixed with PARS 5.7 software, FPARS**
- **Some declines in UAA, mixed across classes, bottom line keep focus on it, significant amount of mail handling as UAA**

Periodicals:

- **The questions was posed if the 93 labels would be included in the FPARS process and it will be**
- **There was a lengthy conversation about the last mile calculation. The bottom line is the processing score assumes no issues were encountered after it received its last automation hit. The last mile is the difference between that and what the IBM recorders are experiencing. So it could be at the plant, in transportation, in back office processing, at the carrier case or with the reporter. Processes like the bundle scanning and sampling will allow for much better diagnosis of the issues.**
- **It is too early for feedback on the out for delivery data coming from the current iteration of Informed Visibility (IV) to see how impactful the data will be. The expectation is it will deliver much better data actual on in home dates.**
- **Consistently hitting 60% (flats in measurement), historical trend of service/performance, have more data to drive that number forward, last mile –**

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leveraging the internal measurement system, sampling, can identify to the delivery point and carrier where the pain points are

- **Bundle visibility – working w/ operations, creating reports to drive behavior, and they're starting to execute, data provisioning – pilot out for delivery data, have privacy/security issues to work through, better predict in home delivery with bundle scan**
- **Saturation Mail Visibility – Valassis is only current customer, they're happy IV implementation – predicative workload, phase 1 ability to get greater measurement against all categories, we will have a base created by the end of fiscal year**

ACTION ITEMS

- **UAA breakdown by class, COA and Nixie and shape- Jim Wilson**
- **FAST appointment and start the clock times related to Multistop Truckload runs, if delayed at origin, is that reflected in the expectation for later stops? Steve Dearing will get with Pritha's team**
- **Share bundle visibility scores at next MTAC- Steve Dearing**
- **Look at the tail of the mail for E2E pieces, why is it so long- Steve Dearing**

Session 4: STANDARD MAIL

(Rose Flanagan, MTAC Industry Leader)

DISCUSSION TOPIC

Addressing

- **UG 5 – capturing student COA and place into USPS products, MLOCR - NCOA, non standard addresses prevents NCOA to make match, re-educate and communicate issues/expectations, Internat'l addressing – UPU and USPS formatting, matching them up for address standards in country, Extend review for Streamline Mail Entry Pub, Solicitation to be a part of UG 5, not mail class specific**
- **WG 171 – UAA reason codes, some recommendations to have an education campaign of importance of assigning UAA reason codes, UAA issue reports with statistics drilled down by ZIP and carrier route for inconsistency in UAA code**
- **WG 177 – review Address Quality Methodologies and reports are up to date**
- **New IMb tracing STIDS for BPM, new STIDS for Reply Mail by MID**

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- Shipper Paid Forward/Return – if you have high value package that needs to be forwarded or returned, you can make decision up front to pay for any forwarding or return cost
- PARS software installed in all PARS sites, FPARS equipment has been deployed

Informed Visibility

- Current IMb tracing, future IV comprehensive data , Container scans will be near real time, additional data, Handling units (tray scans) will be near real time, third party logistic scans (additional data scans), Address Change Service is TBD, Start the clock – resolve latency, more data elements, Piece scans – migrate IMb tracing will fix data attributes expansion and latency, Mail tracking data access – added eDoc submitter and FAST scheduler, bundle visibility – will get assumed events and out for delivery, national deployment 9/19, piloting starts 4/19

Standard mail

- Some decline in destination entry due to window time change
- Flats – with internal measurement process we sample our carriers and they scan the mail so we now have intelligence which allows us to pinpoint last mile issues down to the carrier route
- Bundle visibility – since last MTAC we've seen significant operational improvement
- Last mile changes? Tubs vs bundles being curtailed, still delivery units delivering by in home delivery dates (concern expressed over in-home delivery dates)
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ACTION ITEMS

- **Mailers can join User Group 5- Mailer**
- **Investigate if we can associate the revenue for standard returned as First Class, not just the cost- Jim Wilson**
- **% of DDUs that are scanning bundles curtailed- Steve Dearing**
- **Investigate why last mile is so much higher for DSCF than it is for E2E? Since it is early, can you produce a Q2 report on the findings from the sampling data?- Steve Dearing**