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MTAC Focus Group Session Notes Wednesday, November 2, 2016

ENTERPRISE ANALYTICS/DATA USAGE

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Enterprise Analytics and Data Usage

Session 1: STANDARD MAIL

(Rose Flanagan, MTAC Industry Leader)

DISCUSSION TOPIC

- Positive trend std letters, std flats - huge jump in service and volume in measurement, why increase in vol? bundle visibility helps get more mail in measurement, increase visibility on postal behalf and industry
- Last mile SPLY? Down 8 pts std flat 4 pts std ltrs, last mile at 5% - hasn't been this low historically
- Mail in measurement – std ltrs 76.27% in measurement, need a barcode and electronic documentation to get in measurement
- Std ltrs why not in measurement – 24%, 13% no start the clock scenario – don't know where induction occurred, have to have start the clock and visibility, no piece scan 7% - continue to look at to improve
- Std flats in measurement 70%, why exclusion – # 1 reason: 53% no piece scan, #2: no start the clock
- BPM – not in measurement - 67% no piece scan
- Bundle visibility – in measurement, time in transit from bundle sorter to mailbox and trouble getting visibility, new process to understand nesting relationship on bundle sorters, “put into inventory” mode when mail doesn't go out to street, had pilot partner – IMb tracing 45% visibility new bundle scan and IMb tracing vis 83%, bundle visibility data migration – more reason/op code attend usergroup 4 for more info
- IV – at the finish line, full data validation for 2 wk timeframe then open up for piloting, if you migrate to IV you control at your own pace and how you migrate, legacy system – how long? Depends on industry adoption of IV
- Logical delivery event – based on what we see in mail and when we expect it to be delivered, when carrier gets near zip+plus area the geo fencing on scanner will be triggered and provide the delivery event

Surface visibility:

- Expand to 113 sites, SV scanners for 5000 drivers – scan an MSP barcode so can see certain points, add cellular scanners to all peak annexes 64 sites – never had this visibilty before, long range scanners – keep drivers on power equip to scan barcode w/o dismounting vehicle – forklifts

Addressing:

Updated: _____

- CASS Cycle O – defer due to minimal value of mailing industry through user group 5, postpone for current cycle and extend Cycle N through July 2019, desired software enhancements so offered ability to implement on optional basis – more informational, military want 2 new designations – OMC Official Mail Center and UMR Unit Mail Room, anticipate Aug 2017
- Shipper paid services – opt to inform postal in advance to pay for any forwarding charges for parcel (parcel select, pkg services, std post, media mail)
- July 31 2017 – all CASS certified must be converted to SHA-256, declared as non -secure technology reason why conversion
- Build dashboard for UAA reason codes – additional training, created a video for USPS TV
- Address Quality best practices draft – a good study document
- College and univ – incorporate student change of address into our forwarding products
- Remote forwarding system RFS – technology directly in delivery units, UAA parcels and irregulars in unit, generate appropriate forwarding labels
- Option to turn off hard copy ACS, periodical mailers qualify for full service, seamless to decline to take any hard copies coming to them inappropriately

ACTION ITEMS

- Provide trend on % of mail in measurement and partner w/ industry to perform deep dives on top impacts
- Explore opportunities for identification of mail entry at the incorrect facility
- Last mile impact SPLY to current
- Total vol, automation eligible vol for mail in measurement, break-out by class and shape

Session 2: PERIODICALS

(Randy Stumbo, MTAC Industry Leader)

DISCUSSION TOPIC

- Best on time service in history of IMb tracking, end to end opportunity to improve, close to 10 point improvement, not a lot of visibility on this until recently, origin destination and in transit are where issues are and need both ends to see through data where issues are
- Rural service measurement – working as expected, are we getting total pop across all segments, metrics? Working w/ ops to drive to this measurement, lowest common denominator is rural periodical and tolerances margin of error may need to increase
- live with internal service measurement some time in 2017 and eliminate dependency on 3rd party
- periodicals in measurement – want more mail in measurement and opportunity to partner w/ industry to do so
- why not in measurement – 34%, #1 no piece scan, #2 no start the clock scan, to measure we need start the clock (usps has possession of mail) and visibility in the mail
- enterprise analytics mobile- intelligence of mail leaving detached mail unit and in USPS possession and allows start the clock
- do you have ability to tell what piece of equipment periodical is run on? Yes, opportunity to use data to look at what is being processed and specifications
- Bundle visibility – starting to see some pretty good numbers, intelligence on bundles that will never see processing equipment, leveraging nesting to bundles and nesting bundles to containers, now know who has possession, if curtailed put in an “inventory mode”
- had pilot partner (People Magazine) –IMb tracing alone 45% visibility but new DDU bundle scan and IMb tracing 82% visibility
- enhancement bundle visibility quarter 2 2017
- newspaper visibility – pilot in Richmond to increase visibility- assign placards on scanner, all mail worked now in placard containers and tracked through network, some quality challenges – improve quality of barcodes
- IV – technology on cusp of being integrated and running at high level of performance, data validation process and then pilot
- LDE - Understanding last processing operation, when carriers on street delivering IMBs will generate delivered events w/ addresses with IMBs

Surface visibility:

- Expand to 113 sites, SV scanners for 5000 drivers – scan an MSP barcode so can see certain points, add 1100 cellular scanners to all peak annexes 64 sites – never had this vis before, 1600 long range scanners – keep drivers on power equip to scan barcode w/o dismounting vehicle – forklifts

Addressing:

- CASS Cycle O – defer due to minimal value of mailing industry through user group 5, postpone for current cycle and extend Cycle N through July 2019, desired software enhancements so offered

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- ability to implement on optional basis – more informational, military want 2 new designations – OMC Official Mail Center and UMR Unit Mail Room, anticipate Aug 2017
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ACTION ITEMS

- Deep dive on no piece scan by entry type

Session 3: FIRST-CLASS MAIL

(Michael Tate, MTAC Industry Leader)

DISCUSSION TOPIC

- Presort flats 6 percentage points above last year, up in all 3 categories (overnight, 2 day, 3-5)
- 2 measurements – internal (more robust) and external(3rd party), use internal for diagnostics to drive operational improvement in last mile, still open docket with PRC to get internal measurement approved, goal to sunset external system in FY17,
- are you setting up an external measurement? NO. Letter is sent soliciting participation in IBM external measurement to potential customers
- presort FCM letters – overnight 98 range, 97 range 2 day, and 95 range in 3-5 day
- request for delivery quality and not just service/on-time delivery, opportunity to look at this with internal service measurement
- FCM not in measurement – 31% excluded, #1 start the clock, #2 long haul, surprised by no piece scan for FCM but could be due to submitters can't pull back their documented mailing if they make a mistake, no real consensus and want a deeper dive
- FCM flats 24% excluded from measurement - #1 no piece scan, #2 no start the clock
- Bundle visibility – improved in the 90% range, proof of concept with People Magazine, bundle visibility process, logical delivery events
- IV – technology on cusp of being integrated and running at high level of performance, data validation process and then pilot, you control your own destiny – migrate at your own pace, user group 4 for IV
- Logical delivery event – real time events that mail has reached customer
- Informed delivery leveraging IV? Reblin would like to include time of delivery on mailpiece, aware of commonalities but don't travel on same path
- Enterprise Analytics Mobile App – mail that has left detached mail units, can scan a trailer, tray or container start the clock, DAR approved

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ACTION ITEMS

- Deep dive into no piece scan by entry type
- Work with payment technology on intelligence into no piece scan as relevant to mailing industry
- Improved visualizations on mailer scorecard

DISCUSSION TOPIC

IMpb

- 93% address quality, 94.86% shipping service file quality, 98.51% barcode quality
- 6.48% address quality issue, #1 missing secondary info, #2 missing street number, #3 unable to match zip +4
- Workgroup 178 – met objectives, 69 elements down to 10 elements for compliance, defer secondary missing info until July 2017, recommendations – reduce compliance categories, visibility to customers for non IMpb compliant pkgs via new extract file
- Reconvene a workgroup in July 2017, threshold for address quality metric. Suggestion to Turn off IMpb compliance, only measure the quality but it still measures timeliness, timeliness is the outlier, can't look at quality metrics alone
- 2 ways to get addresses to USPS – 1. Shipping partner file and 2. Shipping services file. The shipping partner file has the address for a scan in it but if the shipping services file is late then the information can't be reconciled. Should customer be penalized since USPS can grab the address from the partner file? Needs review
- Removed barcode quality validations: duplicate label event and keyed tracking label
- Added indicator when item delivered to original sender
- Pilot testing expected delivery information
- New event code – no access (locked building, gate locked) but doesn't solve RTS issue with having a reason code that addresses that, more event codes: animal interference, local weather delay, held at post office at customer request, held at post office retrieved from full parcel locker, delivery delay, tendered to returns agent. Question about what event scan really mean. Provide a cheat sheet.

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- Look at tradeoffs with the shipping partner file, compliance metrics and the fees assessed
- Add stop the clock indicators publication 199
- Cheat sheet for tracking event descriptions