



Transition to Full Service IMB

February 15, 2012

- **Package Visibility Update**
- **How we use Full Service Information**
- **Power of Business Intelligence**
- **Steps to Full Service Adoption**



Package Visibility

Package Nesting Solution

- Deployed to 62 APPS sites - June 2011

Package Barcode Reader Program

- 4,000 ring scanners to over 200 plants - June ~ December 2011



Automated Package Bundle Sorter

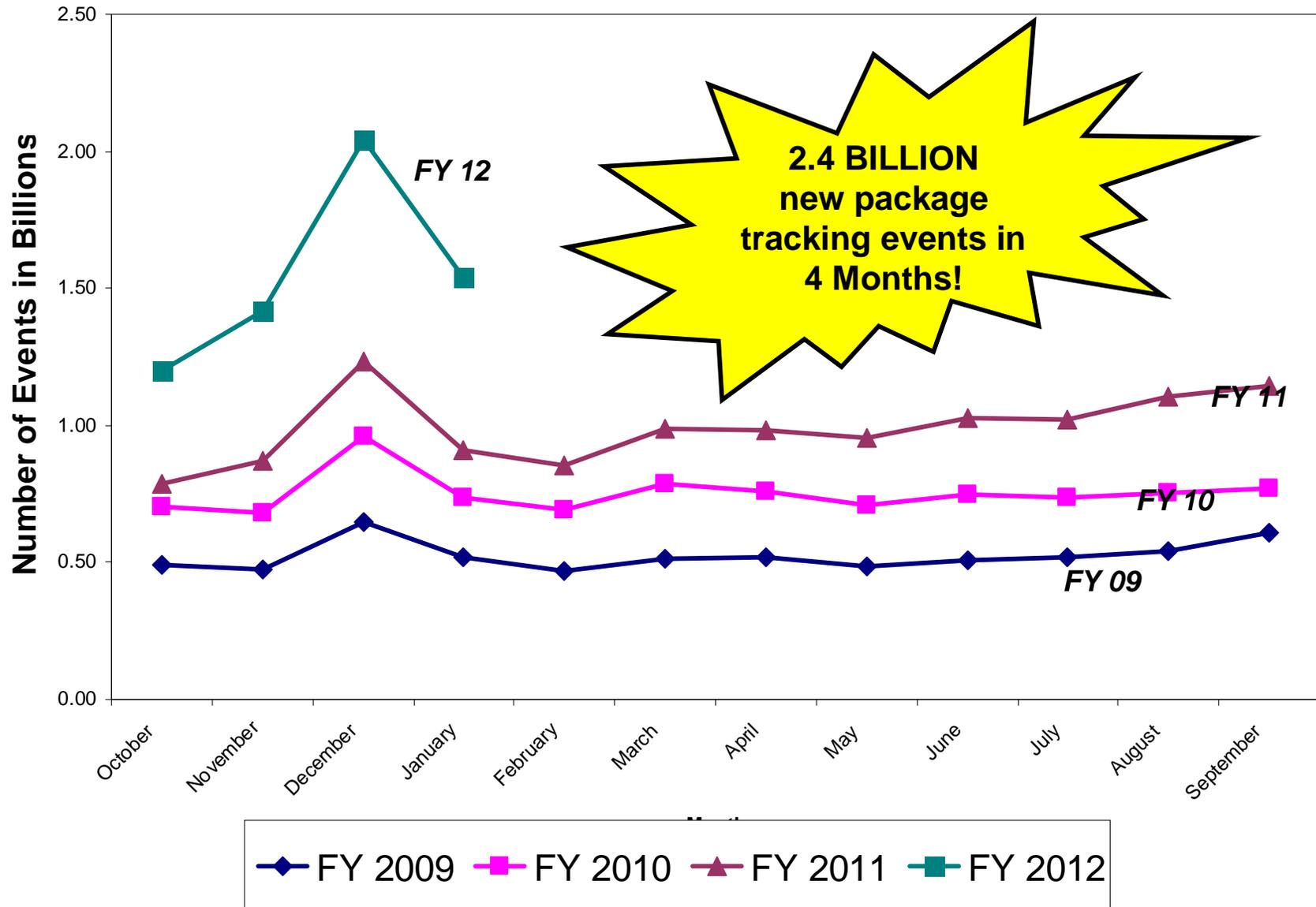
- Deployed 194 retro-fits - December 2011

Product Tracking System Reengineer

- On schedule for Spring 2012



Growth in Package Tracking Events



Scan events turn data into customer business value - helps grow the business

Track & Confirm

Search Results

Label/Receipt Number: 4209 0275 9101 1288 8230 0648

Class: Priority Mail®

Service(s): Delivery Confirmation™

Status: Delivered

Your item was delivered at 3:54 pm on April 15, 2011 in RANCHO PALOS VERDES, CA 90275.

Detailed Results:

- Delivered, April 15, 2011, 3:54 pm, RANCHO PALOS VERDES, CA 90275
- Out for Delivery, April 15, 2011, 9:29 am, PALOS VERDES PENINSULA, CA 90274
- Sorting Complete, April 15, 2011, 9:19 am, PALOS VERDES PENINSULA, CA 90274
- Arrival at Post Office, April 15, 2011, 7:46 am, PALOS VERDES PENINSULA, CA 90274
- Electronic Shipping Info Received, April 13, 2011

Notification Options

Track & Confirm by email

Get current event information or [Go >](#)

5 Events

Quick Tools

Ship a Package

Send Mail

Manage Your Mail

Shop

Business Solutions

Track & Confirm

GET EMAIL UPDATES

PRINT DETAILS

YOUR LABEL NUMBER	SERVICE	STATUS OF YOUR ITEM	DATE & TIME	LOCATION	FEATURES
420321959405510200828213977744	Priority Mail®	Delivered	December 02, 2011, 10:05 am	WEIRSDALE, FL 32195	Expected Delivery By: December 2, 2011 Delivery Confirmation™
		Out for Delivery	December 02, 2011, 8:59 am	WEIRSDALE, FL 32195	
		Sorting Complete	December 02, 2011, 8:49 am	WEIRSDALE, FL 32195	
		Arrival at Post Office	December 02, 2011, 8:21 am	WEIRSDALE, FL 32195	
		Processed through USPS Sort Facility	December 02, 2011, 1:05 am	PALM BAY, FL 32905	
		Arrive USPS Sort Facility	December 01, 2011, 11:38 am	ORLANDO, FL 32824	
		Depart USPS Sort Facility	December 01, 2011, 9:44 am	TAMPA, FL 33605	
		Processed through USPS Sort Facility	November 30, 2011, 6:46 pm	TAMPA, FL 33605	
		Dispatched to Sort Facility	November 30, 2011, 6:39 pm	CLEARWATER, FL 33785	
		Acceptance	November 30, 2011, 2:59 pm	CLEARWATER, FL 33758	
		Electronic Shipping Info Received	November 30, 2011		

11 Events



Tracking Capability End of FY 2011

Event	Full Service Letters/Flats	Packages
Acceptance	Complete	Complete
Depart Post Office/BMEU	Complete	Complete
Arrive USPS Sort Facility (Origin)	Complete	Complete
Processed through USPS sort facility (enroute)	Complete	Complete
Depart USPS Sort Facility	Complete	Complete
Enroute Tray and Sack Events	Complete	Complete
Arrive USPS Sort Facility (Destination)	Complete	Complete
Processed through USPS Sort Facility (enroute)	Complete	Complete
Depart USPS Sort Facility	Complete	Complete
Arrival at Post Office	Complete	Complete
Processing Complete	Complete	Complete
Out for Delivery	Complete	Complete
Delivered	Complete	Real Time Scanning - 2013

 Complete
  Real Time Scanning - 2013



Tracking Capability End of FY 2012 (Work in Progress)

Event	Full Service Letters/Flats	Packages
Acceptance	Complete	Complete
Depart Post Office/BMEU	Work in Progress	Complete
Arrive USPS Sort Facility (Origin)	Complete	Work in Progress
Processed through USPS sort facility (enroute)	Complete	Complete
Depart USPS Sort Facility	Work in Progress	Complete
Enroute Tray and Sack Events	<i>Available Now!</i>	Work in Progress
Arrive USPS Sort Facility (Destination)	Complete	Work in Progress
Processed through USPS Sort Facility (enroute)	Complete	Complete
Depart USPS Sort Facility	Work in Progress	Complete
Arrival at Post Office	Work in Progress	Complete
Processing Complete	Work in Progress	Complete
Out for Delivery	Work in Progress	Complete
Delivered	Scanning - 2013	Scanning - 2013

 Work in Progress
  Real Time
 Complete
  Scanning - 2013



Mail Visibility

Full Service Customers Only

11,463,600

Electronic Info for
Containers and Trays
Received



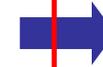
398,215

Entered at USPS
SV Unload Scan



1,772,138

Enroute Depart Scan
for Containers and
Trays



1,379,479

Enroute Arrive Container
and Tray Scans



7,600,934

Enroute Tray
Scans



6.6 Billion

Piece level
automation scans



New Visibility for Mailers

All IMb™ Users

[Log Out](#) |

No Current Messages

[Go to Message Center](#)

[SPM reports
at EDW ASR](#)

[Failed Containers](#)

[Commercial Mail
City Matrix](#)

[Top 10 Impacts](#)

[MP-WIP](#)

Service Parameters for Diagnostic Reports

Date Range: Week beginning: Mail Class:

Full Service Mailers Non-compliant Mailers

Report for Selected District Report for Origin District Report for Selected Mailer

Destinating to:

Area: District: Plant:

Mailer: Job:

Mail Category: Service Standard:

[Performance Diagnostics](#)

[Failed Piece Pareto Analysis](#)

- SPM diagnostic charts are available for 52 weeks.
- Piece scans are available for 120 days ONLY.

***Please note: Data refresh and updates occur from 00:00 through 05:00 CST daily. During this time users may experience difficulty in accessing information in SPD. If this occurs, please try again outside these hours.*

[STC Business Rules](#)

[MID Lookup](#)

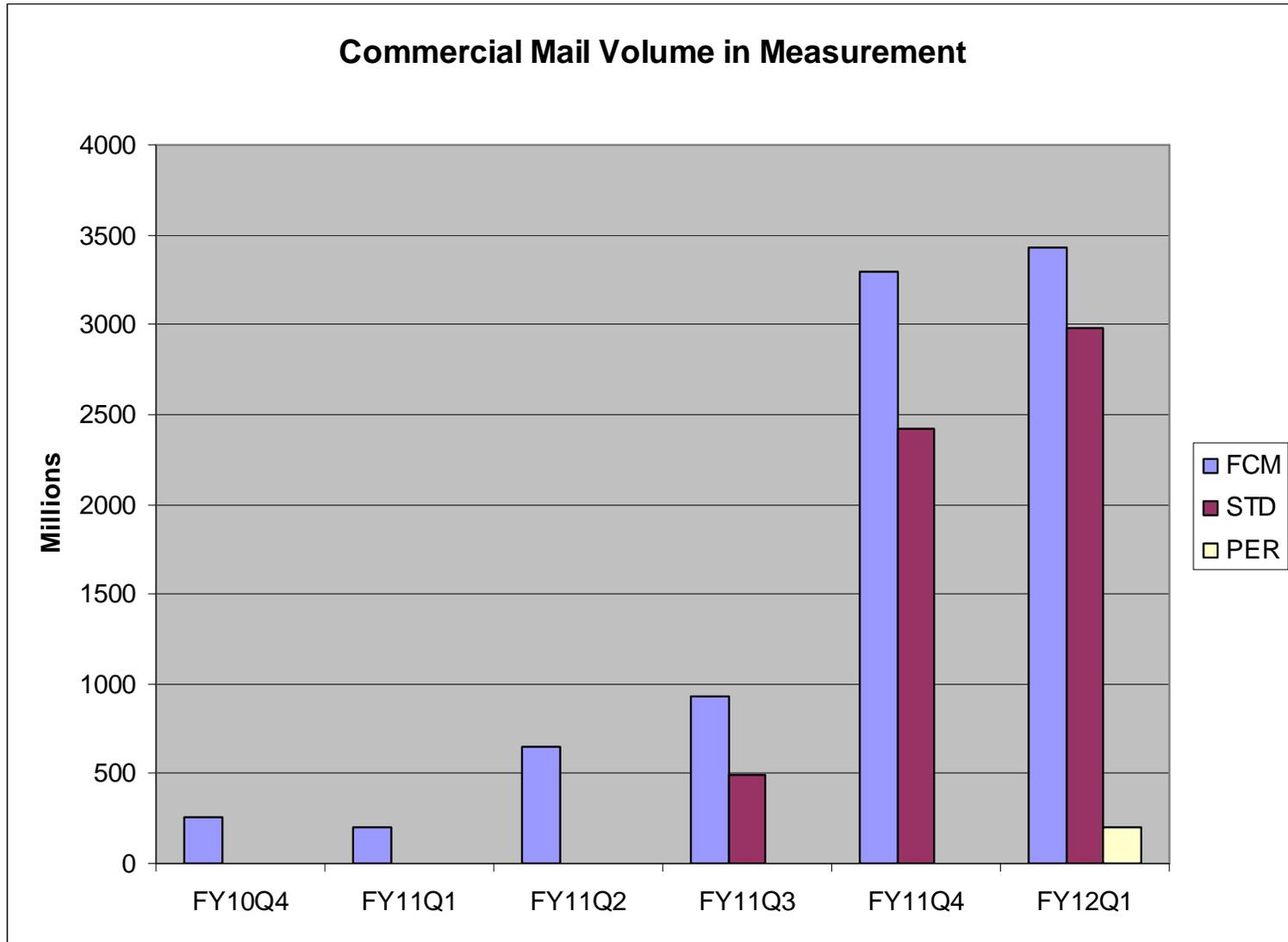
[IMb Lookup](#)

[Service Standards](#)

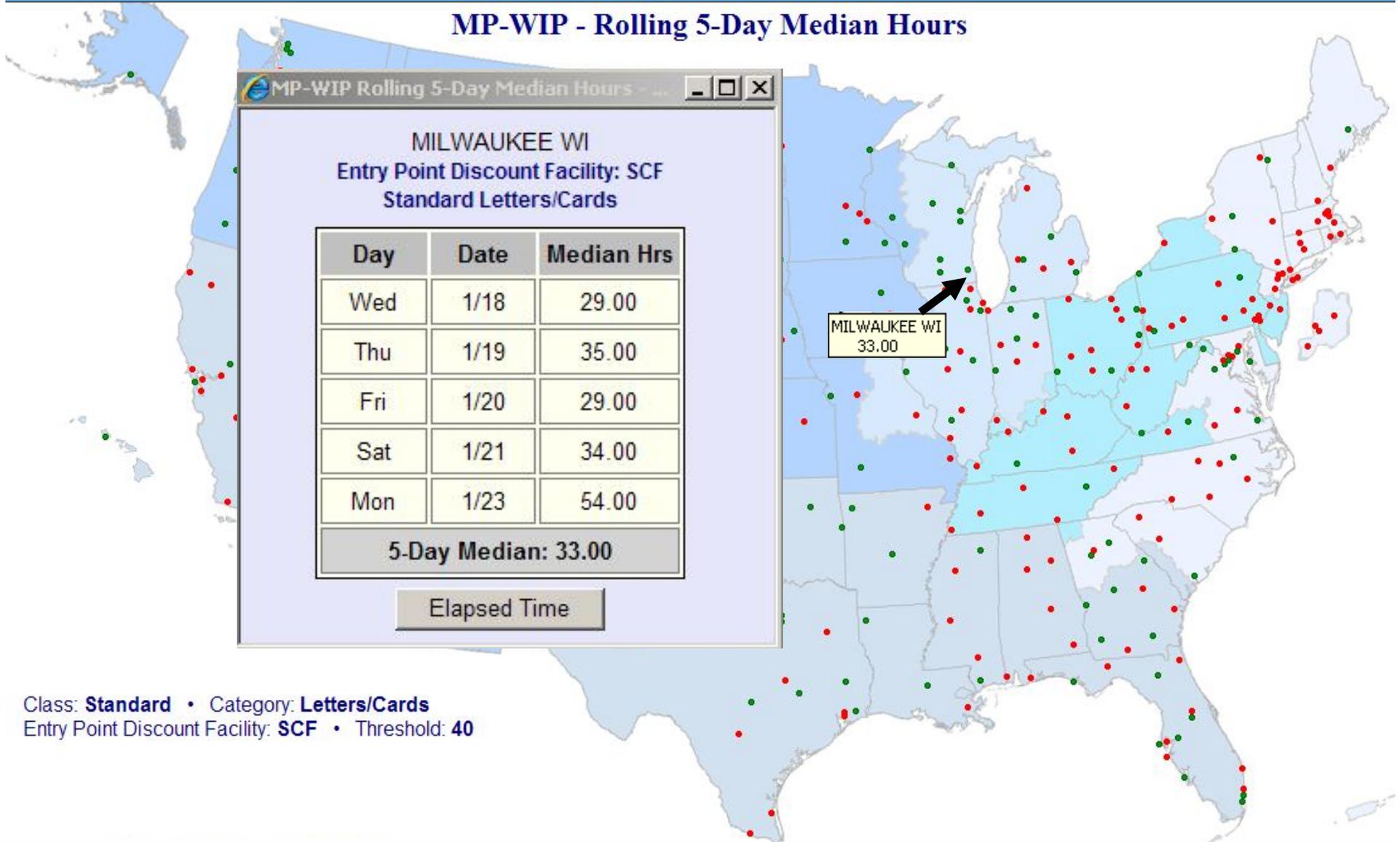
[Training](#)

[Enhancement](#)

[Suggestions](#)

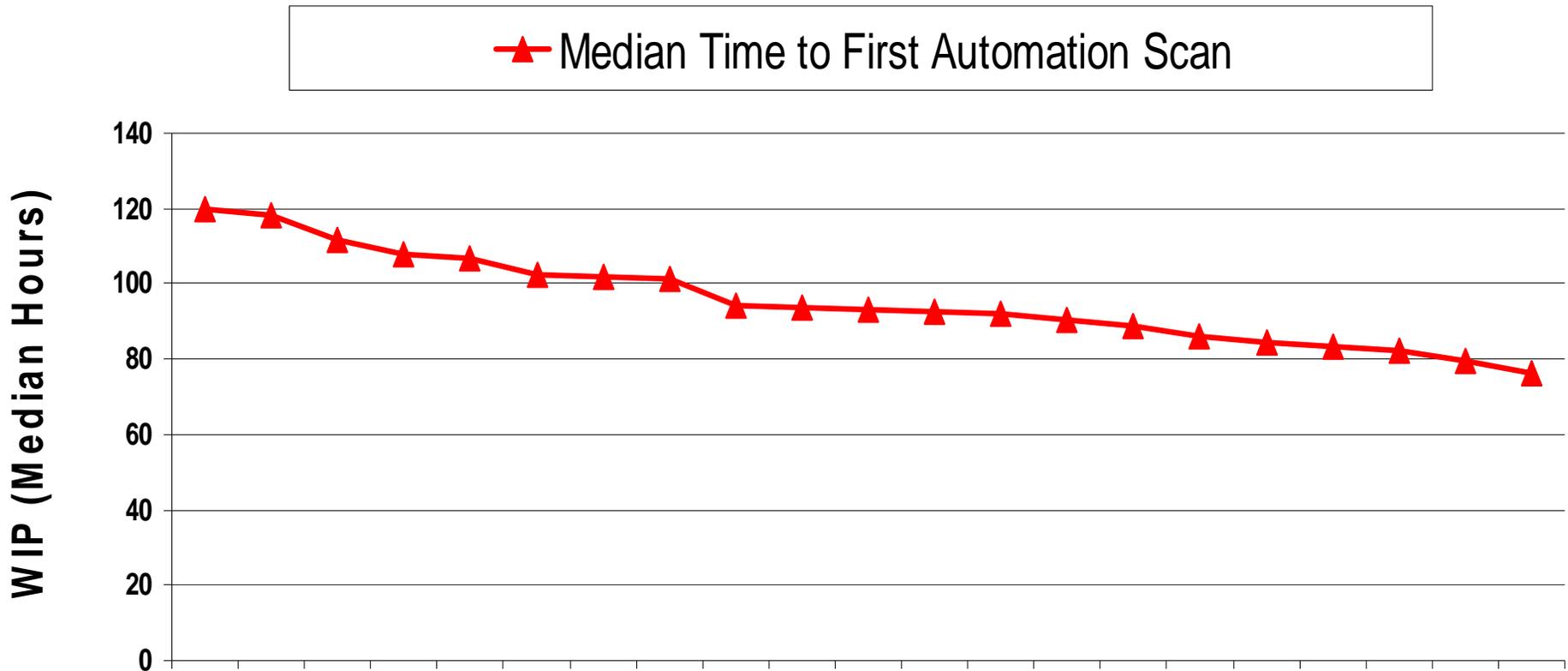


MP-WIP - Rolling 5-Day Median Hours



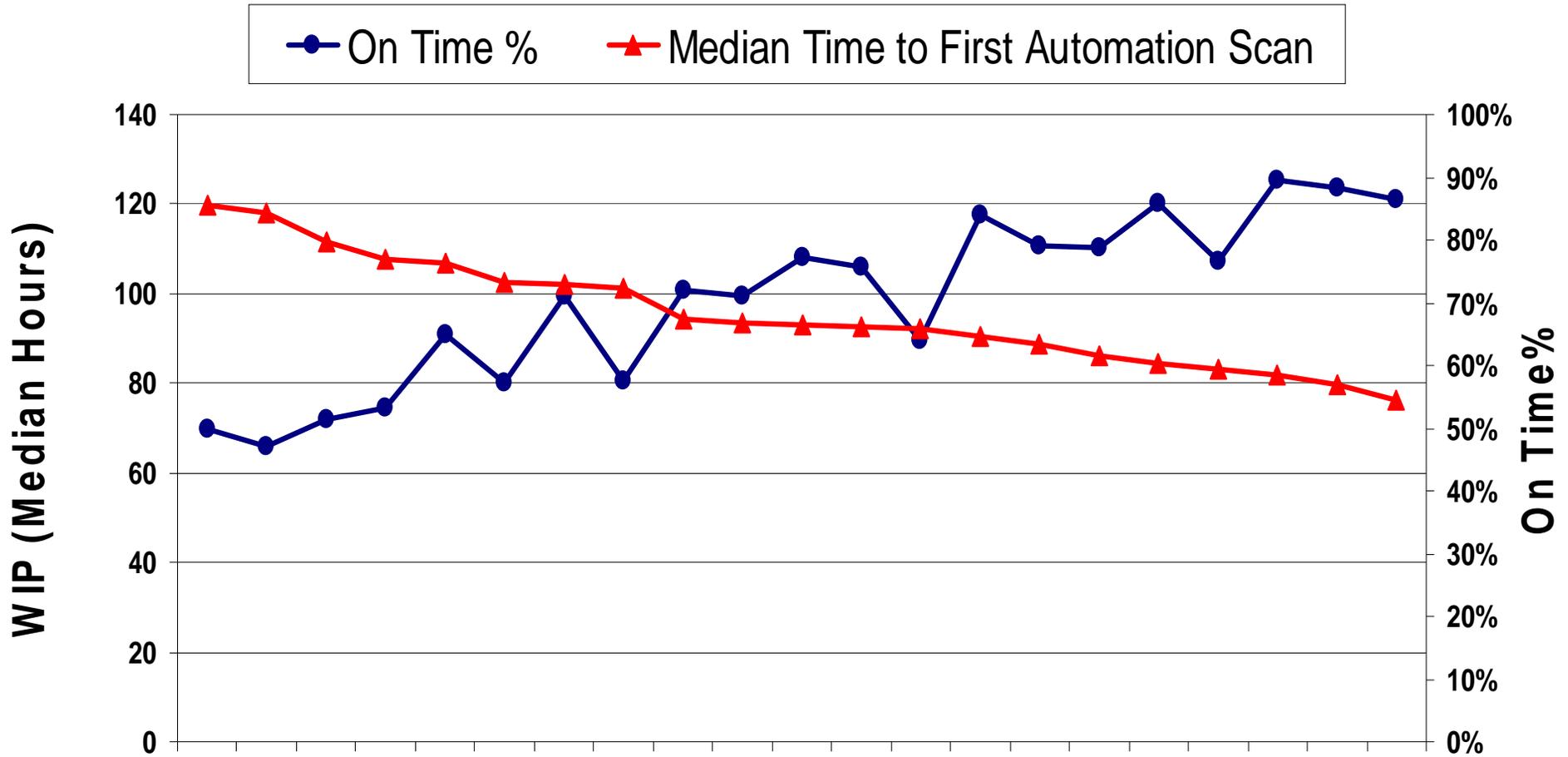
Class: **Standard** • Category: **Letters/Cards**
Entry Point Discount Facility: **SCF** • Threshold: **40**

Inverse Correlation between WIP & Service Level



PQ 1 FY 12 - NDC Letters

Inverse Correlation between WIP & Service Level



PQ 1 FY 12 - NDC Letters



Container at Risk Alerts

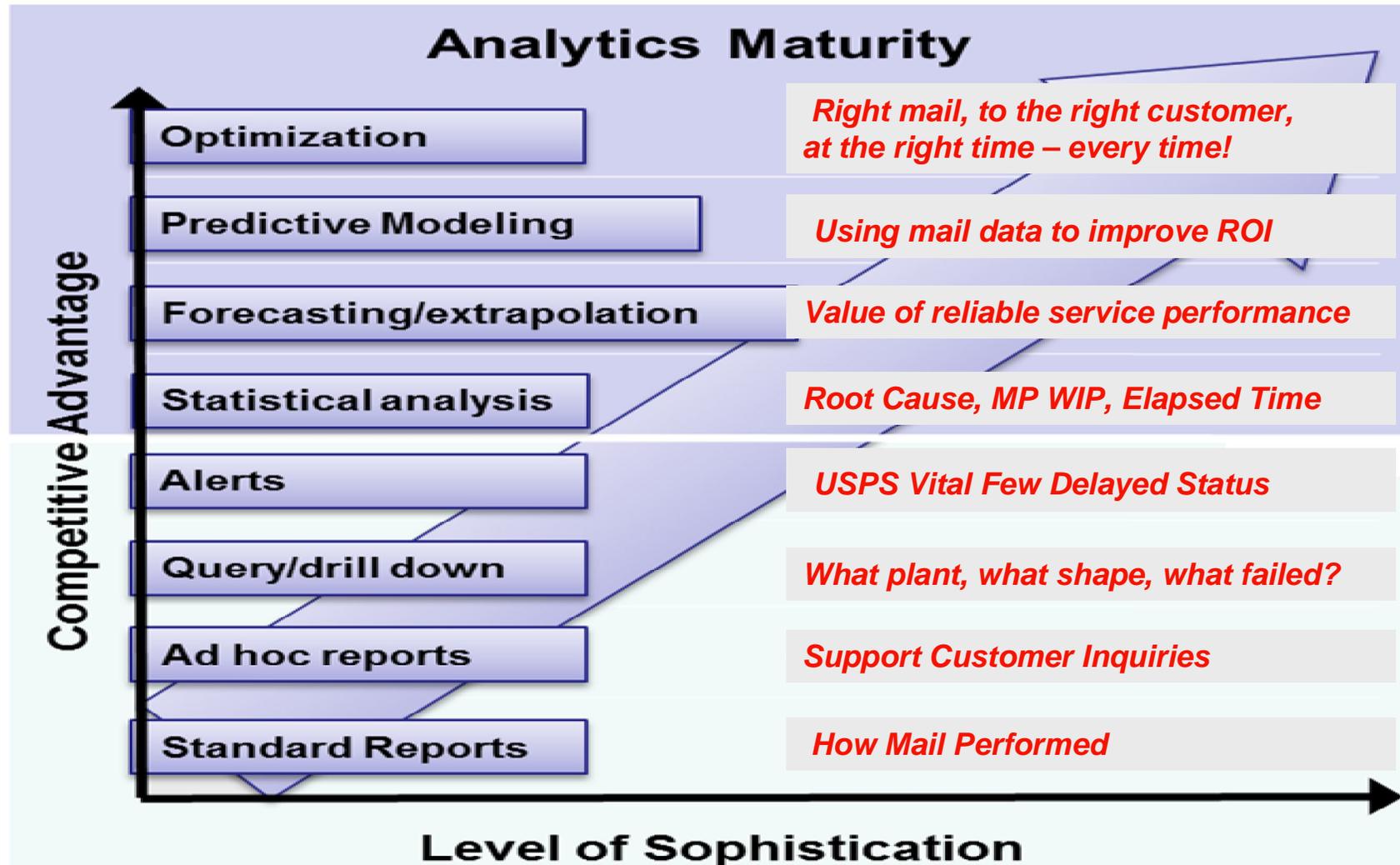
From: sasp@usps.gov
Sent: Wednesday, January 25, 2012 8:54 AM
To: PLANT MANAGER
Subject: MAIL AT RISK FOR SERVICE FAILURE (TOMORROW)

Plant Manager - USPS L&DC Facility

The following Standard mailers have entered mail at your facility in which we have yet to see an automation scan that indicates the mail will meet service performance expectations.

- ❑ THIS MAIL IS AT RISK FOR SERVICE FAILURES with a Start the Clock Date of 01/23/2012 and a last day to meet service standard of 01/26/2012
- ❑ HARTE-HANKS WILKES BARRE <HANOVER TOWNSHIP, PA>(2566573) **JOANN FABRIC & CRAFT** STORES <HUDSON, OH>(5338199) Standard Letter IM Container Barcode(s):
 - **99M00112600002875401** (Unload: 01/23/2012 12:28:43)
IMtb:297075421001126029053511(High Speed Tray Sorter : 01/24/2012 03:13:56 USPS L&DC)
- ❑ DATA-MAIL, INC. -NEWINGTON <NEWINGTON, CT>(5104091) **Bank Of America** <CHARLOTTE, NC>(2299236) Standard Letter IM Container Barcode(s):
 - **99M000520917820010085** (Unload: 01/23/2012 07:26:43)
IMtb:281525421000520899519691(High Speed Tray Sorter : 01/24/2012 01:04:27 USPS L&DC)
 - **99M000520917820010086** (Unload: 01/23/2012 07:21:29)
IMtb:282705421000520899520351(High Speed Tray Sorter : 01/24/2012 04:35:11 USPS L&DC)
- ❑ QUAD/GRAPHICS-THE ROCK <THE ROCK, GA>(3153614) **QUAD/GRAPHICS-SUSSEX** (FAST) <SUSSEX, WI>(3591300) Standard Letter IM Container Barcode(s):
 - **99M10000000PT01465820** (Unload: 01/23/2012 14:46:29)
IMtb:281155427107949069477561(High Speed Tray Sorter : 01/24/2012 00:01:02 USPS L&DC)

Analytics capture the benefits of 100% Product Visibility



Visibility creates operational inventory to help managers anticipate volume & schedule proactively

918/919 Optimization

Volume
 Machine
 Trailer

Volume Alerts: 0 Machines will not finish expected volume by its Dispatch Time
4 Machine(s) within an hour of Suggested 919 Cutover Time

Scheduled People: 145
People On Hand: 131

Data Updated:
01/12/11 3:30 AM

Volume by Machine

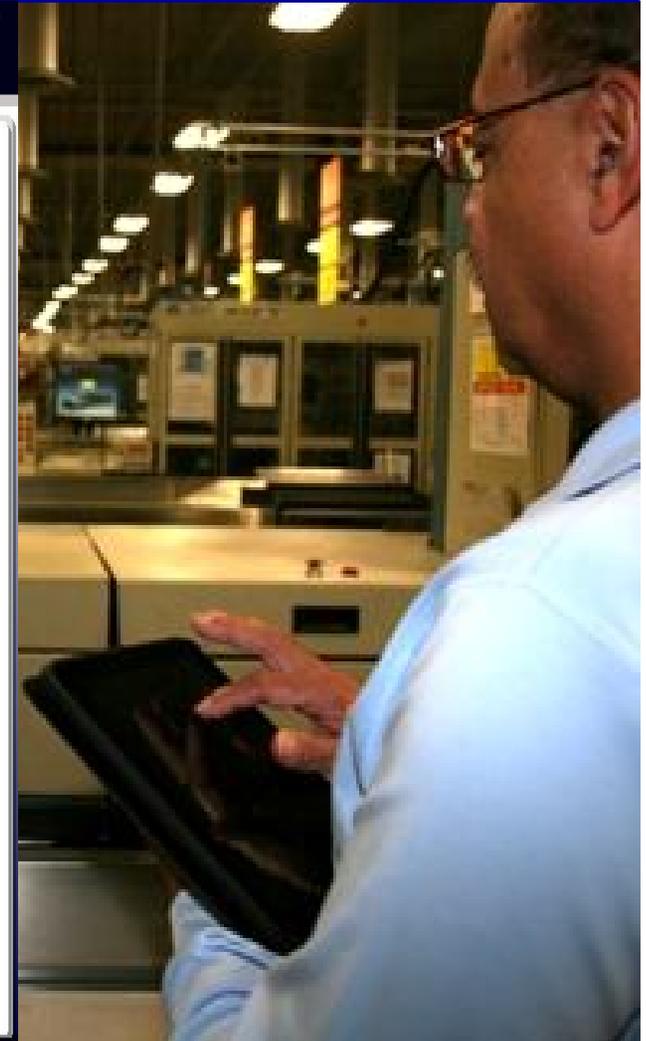
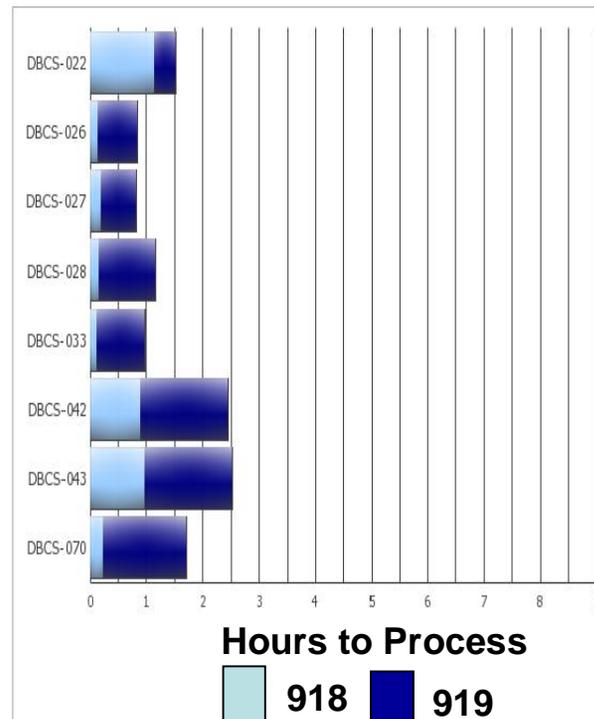
Machine	918 Expected Volume	918 Processed Volume	Projection of Meeting Dispatch Time	Suggested 919 Cutover
DBCS-022	38,084	12,700	1/12/11 6:45 AM	04:57 AM
DBCS-026	4,202	43,587	1/12/11 6:05 AM	04:11 AM
DBCS-027	6,127	23,219	1/12/11 6:15 AM	04:33 AM
DBCS-028	5,153	39,442	1/12/11 6:45 AM	04:34 AM
DBCS-033	3,712	31,498	1/12/11 6:45 AM	04:41 AM
DBCS-042	29,729	58,514	1/12/11 6:40 AM	04:16 AM
DBCS-043	32,319	56,029	1/12/11 6:40 AM	04:18 AM
DBCS-070	7,808	55,087	1/12/11 6:15 AM	04:06 AM

What if Scenario: [Add Volume for a specified Machine](#)

Aging Volume

Machine	1 Day	2 Day	>= 3 Day
DBCS-022	4,638		
DBCS-026	2,249		
DBCS-027	2,241		
DBCS-028	3,315		
DBCS-033	2,214		
DBCS-042	2,499		
DBCS-043	3,539		
DBCS-070	4,877		

EOR Projection





Imagine our business with 100% visibility...

NO MORE...

Manual mail entry

Accountable cage

Sampling mail (IOCS, RPW,
ODIS, TRACS, ICS)

DOIS

Measuring footage

Counting of volume

3rd party measurement

Revenue assurance risk

Rural mail count

Managed service points

AMS edit book

...AND NO MORE...

Volume conversion rates

Customer volume & revenue confusion

MCRS reporting

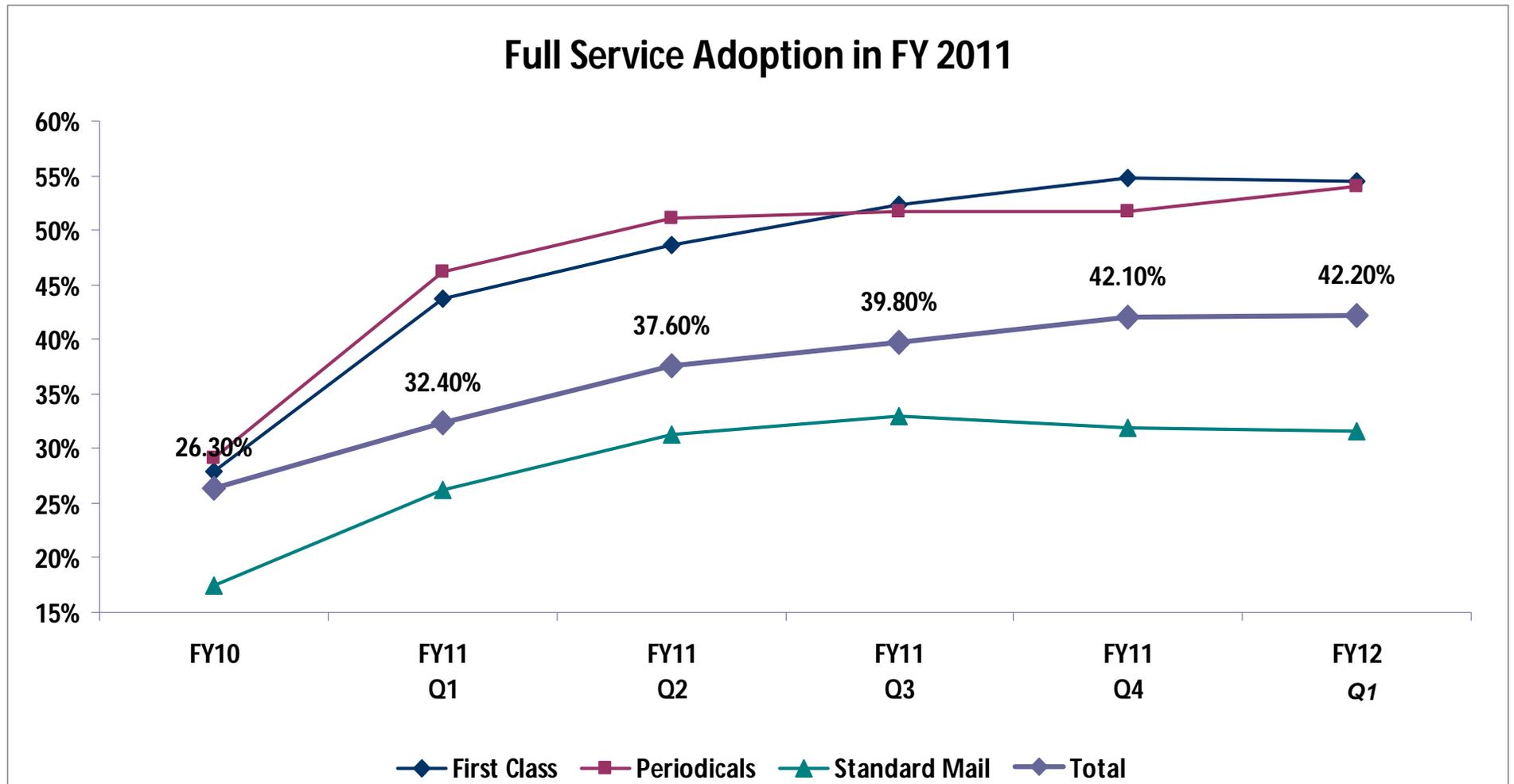
"Service surprises"

...What else?



Full Service is Essential!

Growth in Full Service is not sufficient to achieve business benefits



	Barriers	Solutions
Cost	<ul style="list-style-type: none">▪ Cost Outweighs Benefit	<ul style="list-style-type: none">▪ Increase Incentives / Add Value▪ Retire Permit Fees
Capability Access	<ul style="list-style-type: none">▪ Small Market Excluded	<ul style="list-style-type: none">▪ Postal Wizard Enhancements
Complexity	<ul style="list-style-type: none">▪ Complex Preparation▪ Complex Processes▪ Complex On-Boarding	<ul style="list-style-type: none">▪ Simplify (CSAs, CETs, MID/CRID, eInduction, Seamless)▪ Work with Vendors to Simplify Process/Expand Access▪ Simplify Testing & On-Boarding
Penalties	<ul style="list-style-type: none">▪ Removal of Discounts	<ul style="list-style-type: none">▪ Work with Mailers to address issues
Awareness	<ul style="list-style-type: none">▪ Lack of Knowledge/Resources	<ul style="list-style-type: none">▪ Grass Roots Approach, Direct Outreach

Simplification/Improvements

- **Streamline Business Customer Gateway/Registration**
- **Streamline Mailer Identification – MIDs, CRIDs, Permits**
- **Working with Vendors to Identify Turnkey Solution Opportunities**
- **Improve Full Service Electronic Solutions**
 - eDOC, Cancel, Error Handling, Feedback
 - Minimize small/mid-size mailer testing
- **Local Grassroots education and Onboarding Support**



Full Service Value Proposition

Value to Industry

Service

- **Visibility & tracking across the mail supply chain**
- **Customers receive consistent & reliable service**
- **Utilization of information to drive service improvement**

Customer Applications

- **Advance remittance intelligence**
- **Test mail piece creative results**
- **Integrate multi-channel marketing strategy**
- **Measure success of each mail campaign**
- **Efficient staffing of customer call centers**



Full Service Value Proposition

Value to Industry

Financial Incentives

- Elimination of permit fees
- Access to promotions & incentives
- Discounted or free addressing products & services
- Maximize automation discounts moving forward
- Reduce USPS costs, protect price for mailers

Ease of Use

- Eligibility for eInduction and Seamless Acceptance
- Postal Wizard Enhancement
- Customized data provisioning options
- Opportunity for automatic move update qualification

January 2013

- **IMb required for automation rates**
- **Sunset POSTNET eligibility for automation rates**
- **Restructure Full Service discounts to increase incentives for participation**

January 2014

- **Sunset IMb Basic eligibility for automation rates**
- **Require Full Service for automation discounts**

Presentations	
PMG Industry Meeting	January 31 ✓
PostCom	February 7 ✓
MTAC	February 15 ✓
National Postal Forum	April 1-4
National PCC Day	September 19
Customer Outreach and Support	
Stakeholder Meetings (MTAC)	
Through Sales, BSN, and BMEU employees	
Develop and deliver PCC workshop in box	
Customer webinars	
Post Info on USPS.com and RIBBS	
NCSC help desk	
Offer Small Business Tool	
Work Closely with Industry	
Mail Service Providers	
Software Vendors	
Industry Trade Shows	
Industry Webinars	
Industry Trade Publications	



Questions?



UNITED STATES
POSTAL SERVICE®

Industry Stakeholders Forum