

# MTAC Task Team 8

## New Product Information Process

Laine Ropson  
Karen Tucker



# Participants

<b>Name</b>	<b>Company</b>
Laine Ropson	Ropson & Associates, LLC
Karen Tucker	USPS
Jody Berenblatt	Jody Berenblatt Consulting
Lisa Bowes	Intelisent
Steve Colella	Calmark, Inc
Kevin Elkin	RR Donnelley Logistics
Sharon Harrison	AT&T Services
Michelle Hilston	Consolidated Graphics Group, Inc
Steve Krejcik	Pitney Bowes Presort Services
Dave Lewin	USPS
Thom Roylance	Brigham Young University
Christine Wacker	Verizon



# Issue Statement

- ❑ The objective of this Task Team is to work with the USPS to create a standard process for the release of complete product information concurrent with the public announcement of the new product.
- ❑ The Task Team will help identify in detail the information needed, assist in developing a format for its publication and suggest venues for its circulation.



# Recommendations

- ❑ Process to recommend new postal products/services/initiatives
- ❑ Vehicles of Communication
- ❑ Speed up the industry make ready process for new postal products
- ❑ Format for Specifications
- ❑ Provide an additional internal information/education tool for USPS staff



# USPS Response

- ❑ The USPS began implementing many of the recommendations as they were made.
- ❑ Set both short term and long term goals.





# Process to Recommend New Products

- ❑ Email address for submissions
- ❑ Have a PS numbered form for a template
- ❑ Each submission assigned a ticket number
- ❑ Mailer view of all submitted ideas
- ❑ Start the submission system and grow it as needed





# Vehicles of Communication

- ❑ Establish a communication group for each program – lead by the USPS
  - Purpose is to answer questions about the program
  - Open participation with email sign up
  - Meetings/Calls as frequently as needed
- ❑ USPS hosted webinars to review proposed program details, including Q&A
- ❑ More interaction from the USPS using social media
  - Ad-Hoc group of MTAC members to monitor and respond to misc. social media



# Speed Up Industry Make Ready Process

- ❑ Mailers, service providers, and vendors be provided information so that they can anticipate the changes, identify the issues, and present questions for dialog as quickly in the overall process as possible.
- ❑ It is further recommended that the USPS use MTAC as the primary group for information gathering and feasibility discussions



# Format for Specifications

- ❑ The team developed a grid that includes the subject, description, and issued/revision dates
- ❑ Recommend that any variation be easy to use, well organized with updates.
- ❑ Recommend that all the elements of the grid be part of any future USPS format
  - Recommend that if a specific element is not needed for that program, it be marked as "Not Applicable" rather than being eliminated.



# Format Proposed

## USPS Promotion/Incentive/New Product

Subject	Description	Issued or Revision Dates
---------	-------------	--------------------------

### Promotion/Incentive/New Product Description

<b>Name</b>	Name of the Promotion/Incentive/New Product – including acronym if used	
<b>Description</b>	Description – high level, including examples if appropriate	
<b>Duration</b>	Begin and end dates, sign up dates	
<b>Participants</b>	Mail Owners and Mail Service Providers, etc.	
<b>USPS Application Requirements</b>	Whether or not the participant has to apply to participate	
<b>Class of Mail</b>	First-Class Mail, Standard Mail, Nonprofit, Periodicals, Bound Printed Matter, Library Mail, Media Mail, Parcel Post, Reply Mail	
<b>Processing Category (size and shape)</b>	Postcards, letters, flats, machinable parcels, other parcels	
<b>Volume Requirements</b>	Additional requirements; Previous history, new thresholds or "current regulations apply per class and processing category"	
<b>Prerequisite</b>	Additional requirements, if any	
<b>Other incentive programs</b>	May or may not be combined with other incentive programs	
<b>Postage Impact</b>	Price or percentage increase, discount, or rebate	
<b>Postage Frequency</b>	When the price/incentive/rebate is given (at time of mailing, rebate quarterly, etc.)	
<b>Postage Paid To</b>	This would describe how the postage is paid – to the Mail Owner, MSP, permit holder, special designator, etc.	



# Format Proposed

<b>Postage Payment Method</b>	Permit Imprint, Meter, Precanceled Stamps, Adhesive Stamps, Express Mail Corporate Account	
<b>Restrictions</b>	Any restrictions that might apply	

## Detailed Requirements for Implementing

<b>Technical Information</b>	Printing, barcodes, or any other requirements that are different than current regulations	
<b>Addressing</b>	Additional requirements that are different than current regulations	
<b>Barcodes: POSTNET, IMb</b>	Additional requirements that are different than current regulations	
<b>Mailpiece Design</b>	Additional requirements: Size requirements different than normal, copy or addressing placements, clear space. Include any design requirements/options for Reply Mail.	
<b>Presort/Sortation</b>	Additional requirements; or all levels of presort qualification	
<b>Special Documentation Requirements</b>	eDoc or paper documentation (including Postage Statement) Specific codes/fields for Mail.dat, Mail.xml, etc.	
<b>New Reports</b>	Additional requirements	
<b>Mail Preparation</b>	Changes to Mail preparation (handling units, containers, labeling, etc.) that are not related to sort level changes Additional requirements for commingling, drop shipment, co-palletization, co-mail	
<b>Additional Specs</b>	Or additional specifications	
<b>Logistics</b>	Additional requirements for transportation and entry	
<b>Verification and Acceptance</b>	Additional requirements	
<b>Retention</b>	Additional requirements for retention of documentation, samples, etc.	

## Contact information

<b>Further Information</b>	Websites, email addresses, etc.	
----------------------------	---------------------------------	--



# Internal USPS Education Tools

- ❑ Continue to use the Postal Bulletin
  - Include the same information as is distributed to industry
  - Past articles must be easily accessed by a promptly updated search engine (online index) with each Postal Bulletin published
  - Changes to information published in the Postal Bulletin should be documented with links in follow-up articles and highlighted in the index.
- ❑ Public webinars on the same subject should be recorded and available by links



# Internal USPS Education Tools

- ❑ For training regarding complex issues and new verification processes, increase use of existing online training tool
  - Tool should require progression through material and include quizzes on key steps/topics
- ❑ Issue reminders regarding previously communicated changes close to the date that the changes will take effect
- ❑ Include links to resources on the subject



# Sunset

