

Keeping Track of Your Customer Full Service ACS™

**National Postal Forum
May 3, 2011**

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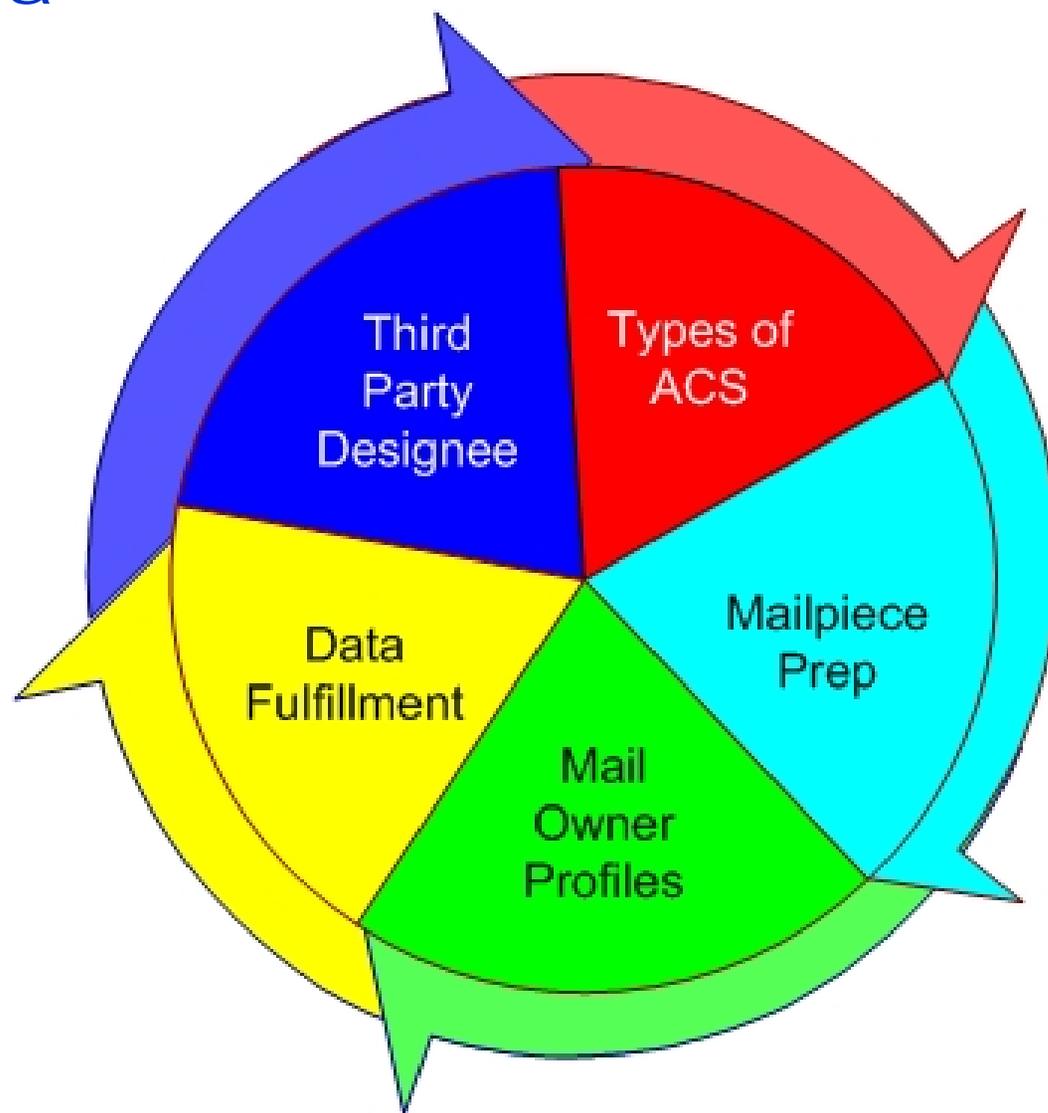
QUALITY ADDRESSING PROFESSIONAL CERTIFICATE

***This session
qualifies as one of
the five Addressing
sessions in addition
to the May 2, 2011
General Session
needed for the***

***Quality Address
Professional
Certificate!***



Agenda

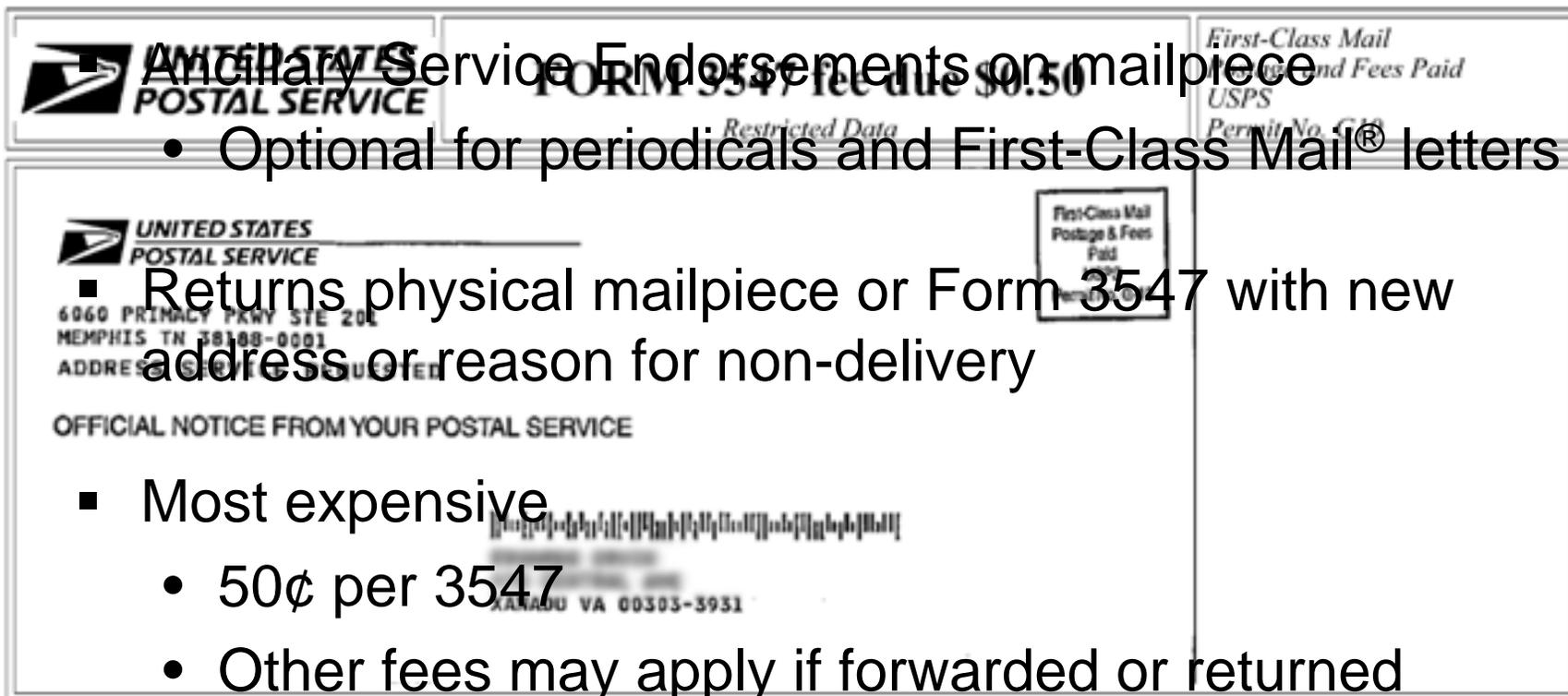


Ancillary Service Endorsements (ASE)

- Printed on the mailpiece
 - Instructions for handling physical mailpiece: forward, return-to-sender, or dispose
 - To receive address corrections for undeliverable-as-addressed (UAA) mailpieces
- Required for Traditional ACS™ with the IMb™
- Required for OneCode ACS® and Full-Service ACS for all Standard Mail®, First-Class Mail® flats, and Bound Printed Matter flats



Manual Address Correction



Auxiliary Service Endorsements on mailpiece

- Optional for periodicals and First-Class Mail® letters

Returns physical mailpiece or Form 3547 with new address or reason for non-delivery

- Most expensive
 - 50¢ per 3547
 - Other fees may apply if forwarded or returned

OLD:

XANADU VA 00303-3931

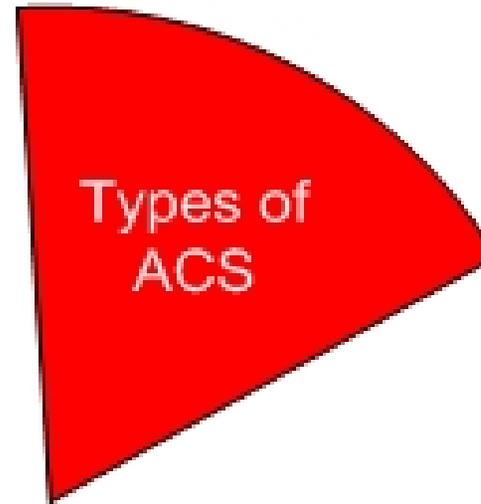
TO THE POSTMASTER OF

MEMPHIS TN 38188-9998

NEW:

XANADU VA 00303-4414

Types of ACS™

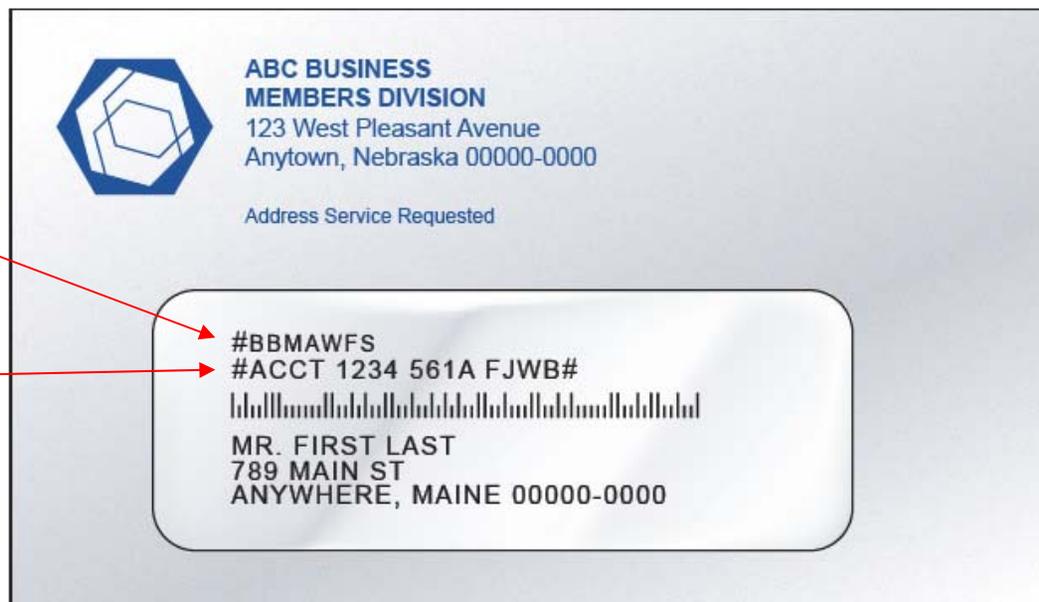


Traditional ACS™

- Deployed in early 1986
- Mailer prints Participant ID and optional keyline
- Ancillary Service Endorsement on each piece
 - Optional for Periodicals and First-Class Mail® letters
- Fulfilled via RIBBS® or CD
(daily, biweekly, weekly, bimonthly, or monthly)

Participant Code - identifies a specific mailpiece title or mailing depending on the class of mail.

Mailer's Keyline - provides a simple tracking system that allows the mailer to easily change customers' addresses.



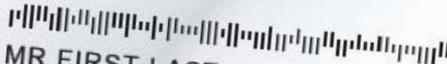
OneCode ACS®

- Introduced in 2006
- Ancillary Service Endorsement on each piece
 - Optional for Periodicals and First-Class Mail® letters
- Intelligent Mail® barcode can be used instead of:
 - ACS™ Participant Code and Keyline
 - POSTNET™ barcode
- Fulfilled via RIBBS® with same record format as Traditional



ABC BUSINESS
MEMBERS DIVISION
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000

Address Service Requested



MR FIRST LAST
789 MAIN ST
ANYWHERE, MAINE 00000-0000

Full-Service ACS™

- Introduced in May 2009
- Ancillary Service Endorsement on each piece
 - Optional for First-Class Mail® and Periodicals
- Intelligent Mail® barcode used instead of:
 - ACS Participant Code, Keyline, and POSTNET™ barcode
- New data format fulfilled via Gateway through either push or pull
- Free Records
- Additional Discounts
 - \$0.003 for First-Class Mail
 - \$0.001 for Standard Mail®, Periodicals, Bound Printed Matter



Traditional, OneCode and Full-Service Mailpiece Differences



#BBMAWFS

#ACCT 1234 561A FJWB#



Art Deco

33 Stylized St

Modern, MT 57653-4770

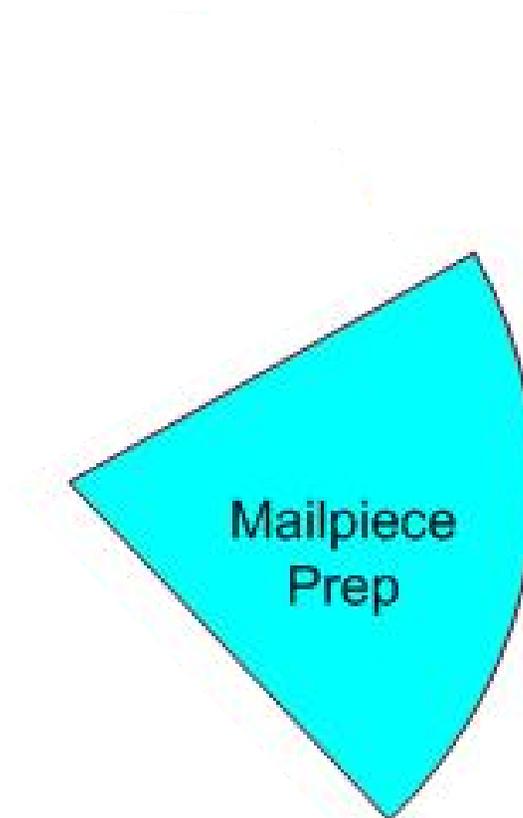


Art Deco

33 Stylized St

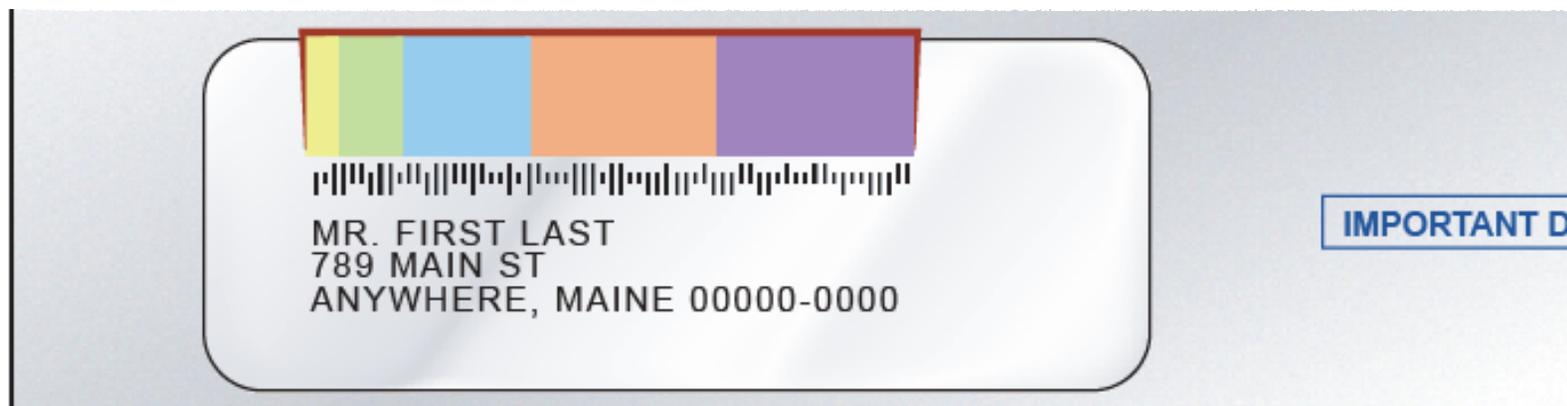
Modern, MT 57653-4770

Mailpiece Preparation



Basic IM[®] Barcode

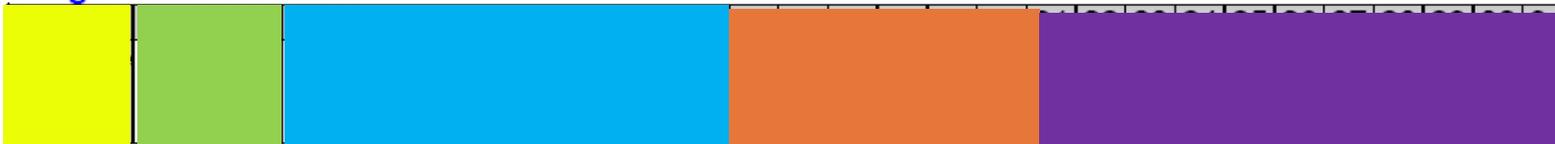
- Apply an Intelligent Mail[®] barcode on letters and flats.
- Populate all fields in the barcodes



6-digit Mailer Identifier

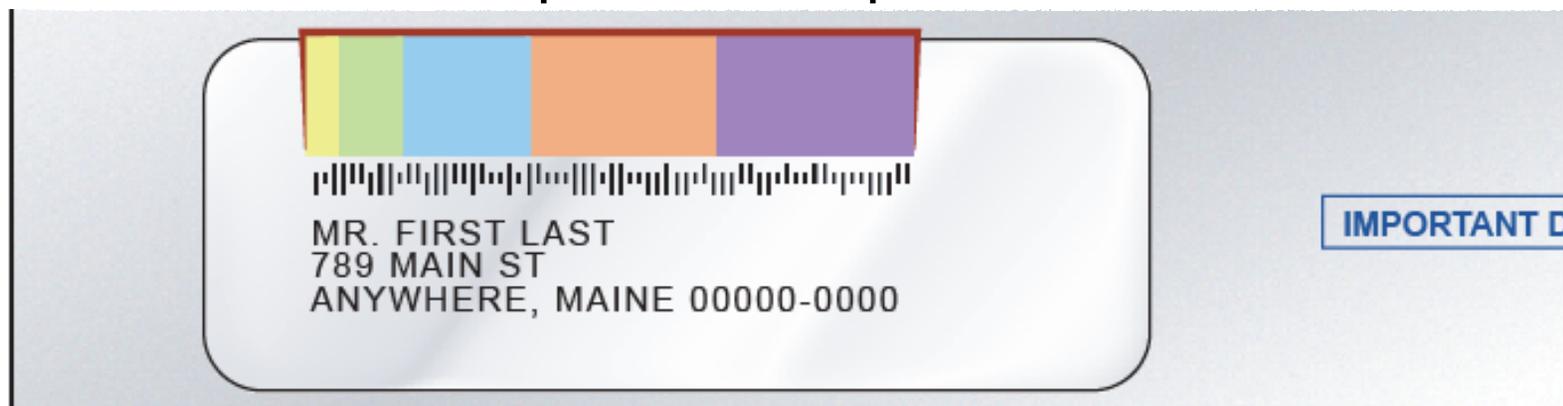


9-digit Mailer Identifier



Full-Service IM[®] Barcode Requirements

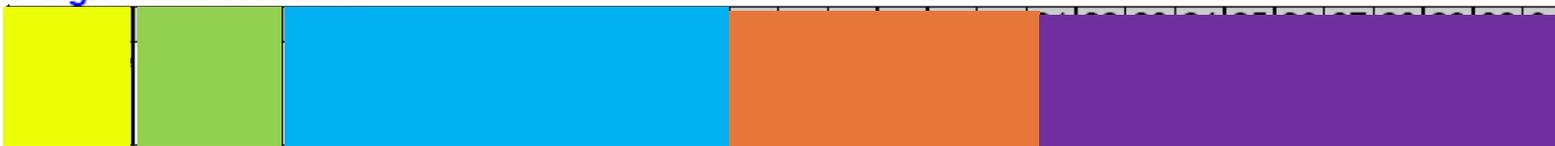
- Use the “Guide to Intelligent Mail Letters and Flats” to prepare mail for Full-Service ACS™
- Full-Service requires a unique IMb on letters and flats



6-digit Mailer Identifier



9-digit Mailer Identifier



Full-Service Submission Requirement

- Unique Intelligent Mail® barcodes on mailpieces, trays, sacks and containers
- Electronic mailing documentation identifies mail owner and mail preparer submitted using:
 - Mail.dat®, Postal Wizard, or Mail.XML®



Common Mail Preparation Issues

- Unreadable barcodes disqualify the IMb™
- Invalid IMb on mailpiece (encoder issue)
- Barcode Print Issues
 - Printing is very light, or light and dark in sections
 - Voids in the bars
 - Waviness or curvature in the bars
 - Smearred bars
 - Barcode too close to address block or white space
- Services provided at regular costs (Traditional ACS™ or Ancillary Service Endorsements)

Full-Service ACS™ Refund

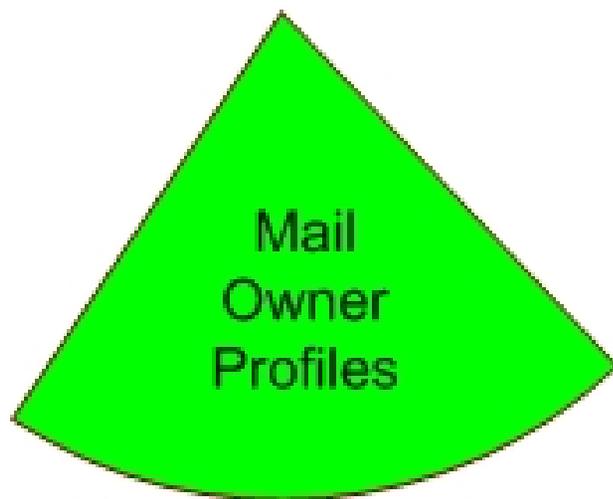
Refund for Traditional ACS fulfillment when piece contained IMb™

- 10/1/2010 – 02/24/2011
 - Credit issued during March
 - Full refund of Traditional fees

- Refunds for subsequent months
 - First refund applied to March invoice for records fulfilled 02/25/2010 – 03/24/2011
 - May be based on quality thresholds

NOTE: This information subject to change

CRIDS, MIDS, and STIDS



Customer Registration ID (CRID)

- Unique ID assigned to a company per location
- A Permit has one CRID
- A CRID can have multiple Permits

Mailer ID (MID)

- A MID has one CRID
- A CRID can have multiple MIDs
- 6-Digit or 9-Digit designed for IMb™ focus on customer identification
 - authorization of electronic transactions
 - required for third party data distribution in eDocs and in MID profiles

Service Type ID (STID)

- 3-digit numeric field
- Corresponds to the mail class
 - First-Class Mail®, Periodicals, Standard Mail®, Bound Printed Matter
- Determines the service level
 - Full-Service, Basic, or non-auto
- Distinguishing factor between the ACS™ options
- Mailpiece disposition
- Data Feedback
 - Address corrections – Yes or No?

Use “The Guide To Intelligent Mail Letters and Flats”, Appendix A, for making these decisions and assessing business risk

Service Type ID (STID) Table

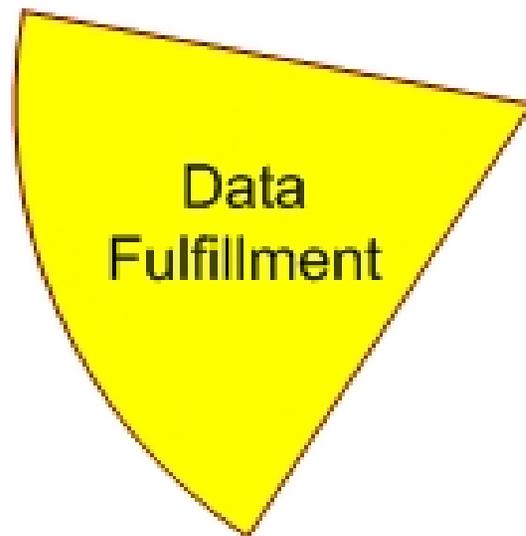
Class of Mail	Address Correction Option	Basic option ¹ or Non-auto ² w/o Confirm	Basic option ¹ or Non-auto ² w/ Confirm	Full-Service w/o Confirm ¹	Full-Service w/ Confirm ¹
First-Class Mail®	No Address Corrections	300	310	260	270
	Manual Corrections *	700	040	036	041
	Traditional ACS™ – ASR *	080	140	081	141
	Traditional ACS – ASR Opt 2 *	080	140	081	141
	Traditional ACS – CSR *	082	240	083	241
	Traditional ACS – CSR Opt 2 *	082	240	083	241
	OneCode ACS® – ASR	080	140		
	OneCode ACS – ASR Option 2	080	140		
	OneCode ACS – CSR	082	240		
	OneCode ACS – CSR Option 2	082	240		
	Full-Service ACS – ASR			081	141
	Full-Service ACS – ASR Opt 2			081	141
	Full-Service ACS – CSR			083	241
	Full-Service ACS – CSR Opt 2			083	241

Service Type ID	081
Class of Mail	First-Class Mail®
ID IMb™ Service Option	Full-Service
ACS™ Detail Record Provided to Mailer	Y
Confirm® Service	None
Mailpiece Disposition	Forwardable mail forwarded with separate notice of new address provided. All other UAA returned with reason for non-delivery affixed.
Requires an On-Piece, Text Printed ASE	N
Recommended ASE Printed on Piece	Electronic Service Requested (A)
Allowable Ancillary Service Endorsement Printed on Piece	Address Service Requested (B)
Type ACS Option	Option 1 (see Constraints)
Fees	OneCode ACS® pricing unless disqualified for Full-Service
Provides data that can be used to meet the Move Update Requirement	Y
Constraints	Once Mailer ID established as Address Service Requested Option 1, the same Mailer ID cannot be used for ASR Option 2 or CSR Option 2
Notes	Separate address correction provided for forwarded pieces only.
Action taken if barcode is unavailable	(A) If ESR, no separate ACS or hard copy notice provided, mail forwarded and returned as appropriate. (B) If ASR, hard copy, manual correction to be provided at manual correction fee on forwarded pieces only.

Common STID Issues

- May never be all zeros, all nines or blank
- Must match the STIDs in the ACS™ Guide
- Uncodeable addresses must have non-automated STIDs
- Other steps may be needed to use specific STIDs
- Common invalid STIDs:
234 barcode: 0123456789012345678901234567890
345 barcode: 1234567890123456789012345678901

Data Fulfillment



Record Contents

- COA: Original IMb™, the Move Effective Date, move type (Family, Individual, Business), parsed name from the COA (*not the mailpiece*), parsed old and new address
- Nixie: Original IMb, the Mailer ID, serial number, old address (if it can be derived from the ZIP™ data in the barcode), and non-delivery reason code.
- Temporarily Away: Original IMb, parsed name from the COA, and “Temporarily Away” message

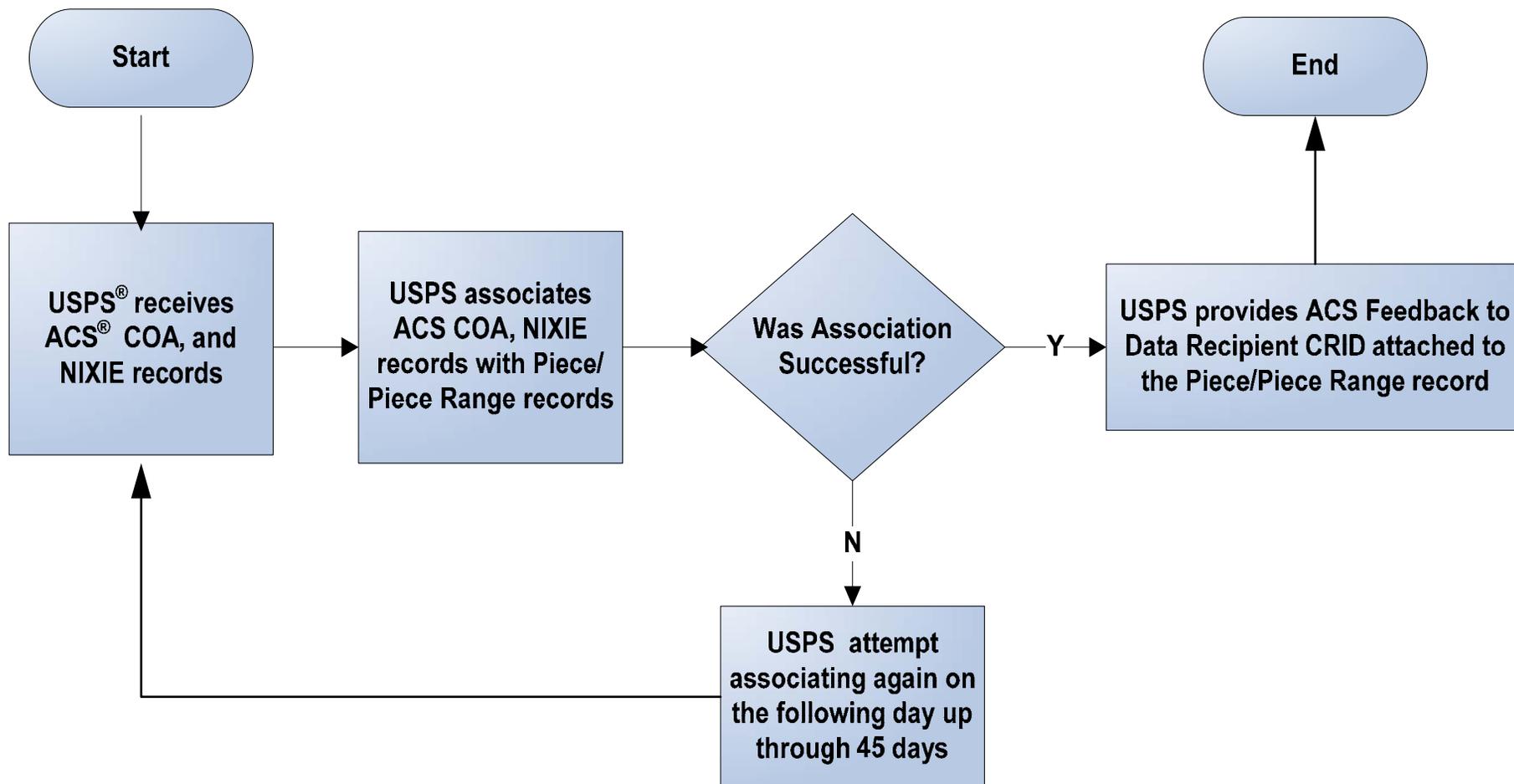
Generation of Records

- Depends on several conditions:
 - Readable barcode
 - Mailer ID set up for records from barcode
 - Mailer ID set up for records from traditional
 - Service Type ID requesting service
 - Ancillary Service Endorsement printed where required

After Records are Generated

- PARS and CFS generate ACS™ records
- Records transmitted to NCSC
- NCSC performs edits on COA-related records
- NCSC fulfills and bills for Traditional and OneCode ACS® records
- All barcoded ACS records bearing a Full-Service STID are sent to Full-Service for verification

Full-Service Record Matching



Methods for receiving data

- Browser based download
 - Online web page allows downloading of compressed files over HTTPS protocol
- Mail.XML Pull
 - Customer sends request invoking pull of XML data
- Mail.XML Push
 - USPS® pushes XML data to the customer
 - Mail.XML Technical Specification (RIBBS®)
 - User Access to Mailing Information and Reports

Download Full-Service ACS™ COA report

Restricted Information

[Home](#) > [Download ACS Report Search](#)

Today: Jan 8, 2009 09:15:42 AM

Download ACS Report

Search By:	<input type="text" value="Mailer ID"/> <input type="text" value="Mailer ID"/> <input type="text" value="Job ID"/>	ID Number:	<input type="text"/>
Record Creation Date Range:	<input type="text" value="2009"/> <input type="text" value="01/08/2009"/>	Search With:	<input type="text" value="exact value"/>
<input type="button" value="Search"/>			

Search Result In The Format Of:

Total Count: 3,000,000. Listing the sample data from search result.
Please click "Download" button to save the data or "Search" button to search again.

Mailer ID	Job ID	Original MB	Record Creation Date	Move Effective Date	Move Type	Deliverability Code	COA Name	Keyline from eDoc	Old Address Type	Old Urbanization Name	Parsed Old Address	Old City-State-ZIP	New Address Type	New Urbanization Name	Parsed New Address	New City State-ZIP	PMB	Class/Notification Type	Fee Notification
623456789	A6189999	99M42390546989843234802/1	8/200802/1	2/2008	F		John Smith	1234 5678 9012 3456	G	null	123 Main Street Apt 2B	Saint Rose LA 700873239	G	null	1122 Center Lane	Kenner LA 700656507	null	B	N
623456789	A6189999	99M42390546989843234802/1	8/200802/1	2/2008	F		John Smith	1234 5678 9012 3456	G	null	123 Main Street Apt 2B	Saint Rose LA 700873239	G	null	1122 Center Lane	Kenner LA 700656507	null	B	N
623456789	A6189999	99M42390546989843234802/1	8/200802/1	2/2008	F		John Smith	1234 5678 9012 3456	G	null	123 Main Street Apt 2B	Saint Rose LA 700873239	G	null	1122 Center Lane	Kenner LA 700656507	null	B	N
623456789	A6189999	99M42390546989843234802/1	8/200802/1	2/2008	F		John Smith	1234 5678 9012 3456	G	null	123 Main Street Apt 2B	Saint Rose LA 700873239	G	null	1122 Center Lane	Kenner LA 700656507	null	B	N
623456789	A6189999	99M42390546989843234802/1	8/200802/1	2/2008	F		John Smith	1234 5678 9012 3456	G	null	123 Main Street Apt 2B	Saint Rose LA 700873239	G	null	1122 Center Lane	Kenner LA 700656507	null	B	N
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623456789	A6189999	99M42390546989843234802/1	8/200802/1	2/2008	F		John Smith	1234 5678 9012 3456	G	null	123 Main Street Apt 2B	Saint Rose LA 700873239	G	null	1122 Center Lane	Kenner LA 700656507	null	B	N

Sample COA Report

Master ID	Job ID	Original MB	Record Creation Date	Move Effective Date	Move Type	Collectability Code	COA Name	Key Information ID	Old Address Type
432014	9946678	990454201452252304083400754100	07/26/07	07/26/07	F	(Private)	John Smith	1034567890123456	G
Old Urbanization Name	Parsed Old Address	Old City State ZIP	New Address Type	New Urbanization Name	Parsed New Address	New City State ZIP	PMR (Private Mail Box)	Class Notification Type	Fee Notification
null	123 Main Street Apt 2B	Kenner LA 70002-5650	G	null	1122 Center Lane	Samt Rose LA 70087-3239	n/a	B	N

Sample Nixie Report

Mailer ID	Job ID	Original IMB	Record Creation Date	Action Code	Parsed Address on Piece
432214	99946678	999434221452252324289402759102	2/19/2007	R	123 Main Street Apt 2B

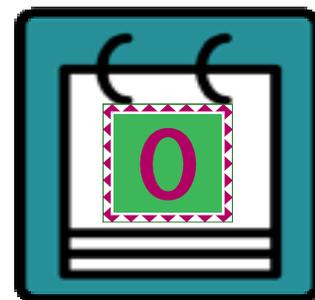
On Piece City-State-ZIP	Reason Code	Keyline from eDoc	Fee Notification
Kenner LA 700658507	A	1234 5678 9012 3456	N

Start-the-Clock & Container Visibility

- Start-the-Clock Information
 - Date when mailing was inducted for Day 0 processing
 - Provided to mail owner and mail preparer
 - Available after the mail has been verified and accepted

- Container Visibility Scans

- Container Induction Scans



Full-Service ACS™ Fulfillment Issues

If any of the requirements are not met, the mailing does not qualify for Full-Service and the record-matching process will not occur. Common issues:

- Mailpiece data conflicts with Mail.dat® :
 - Service Type Codes in data inconsistent with Mail.dat
- Barcodes not Unique Across Mailings
- Barcodes not Unique Within the Mailing
- Invalid MID – piece barcode
- Preparer same MID as Mail Owner
- Invalid STID in Mail.dat Piece Detail Record IMb™

Third Party Designee



Managing Full-Service ACS™ Data

- Full-Service ACS Distribution is controlled by the Mail owner and can be sent to the Mail Owner or Delegates by establishing MID profiles

	Mailings with Pieces (PDR)	Mailings with Piece Ranges (IMR)
Mail Preparer (BY) Order of Preference	<ol style="list-style-type: none"> 1. Mailer ID of Mail Preparer on MPA record. 2. CRID of Mail Preparer on MPA record. 	<ol style="list-style-type: none"> 1. Mailer ID of Mail Preparer on IMR record. 2. CRID of Mail Preparer on IMR record.
Mail Owner (FOR) Order of Preference	<ol style="list-style-type: none"> 1. Mailer ID of Mail Owner on CPT record. 2. Mailer ID of Mail Owner on MPA record. 3. CRID of Mail Owner on CPT record. 4. CRID of Mail Owner on MPA record. 5. Mail Owner Local Permit Reference Number, International ZIP Number on MPA record. 	<ol style="list-style-type: none"> 1. Mailer ID of Mail Owner on IMR record. 2. CRID of Mail Owner on IMR record.

- Mail Owners grant access to third-parties through relationship profiles

- Static Relationship Profile
- Dynamic Relationship Profile

Mail.dat eDoc BY/FOR

Piece Detail Record (PDR)

Mail.dat File	Fields	Record Position	Identifies	Order of Precedence (if conflict)
CPT	MID of Owner	99-107	Owner	1
CPT	CRID of Owner	108-119	Owner	2
MCR	Host Statement Component ID	46-53		
MPA	MID of Owner	216-224	Owner	1
MPA	CRID of Owner	225-236	Owner	2
MPA	Permit Local Ref #	90-97	Owner	3

Intelligent Mail® Range Record (IMR)

Mail.dat File	Fields	Record Position	Identifies	Order of Precedence (if conflict)
IMR	MID of Owner	99-107	Owner	1
IMR	CRID of Owner	108-119	Owner	2

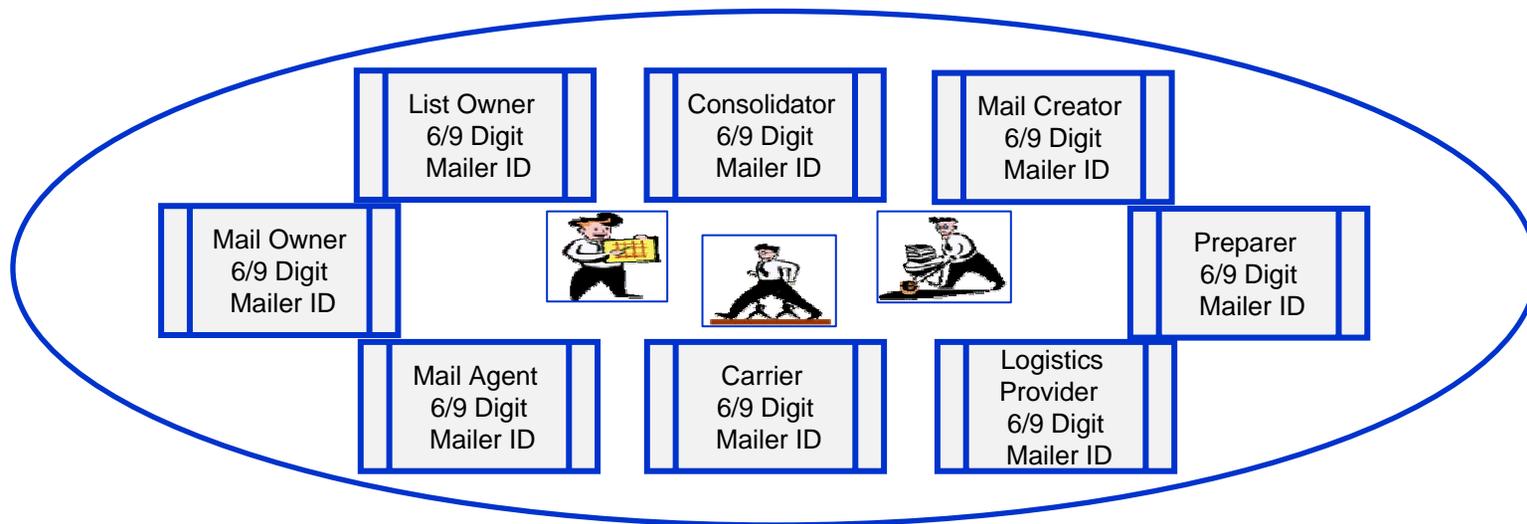
Static Relationship Profiles

Type of Static profiles:

- **Complete:** All data for a MID/STID goes to third party from the profile
- **Partial:** Data goes to third party under specific circumstances
 - **Mail Preparer** - Data goes to a third party only when that third party is the Mail Preparer
 - **MID on Piece** - Data goes to the owner of the MID used on the mailpiece

Dynamic Relationship Profiles

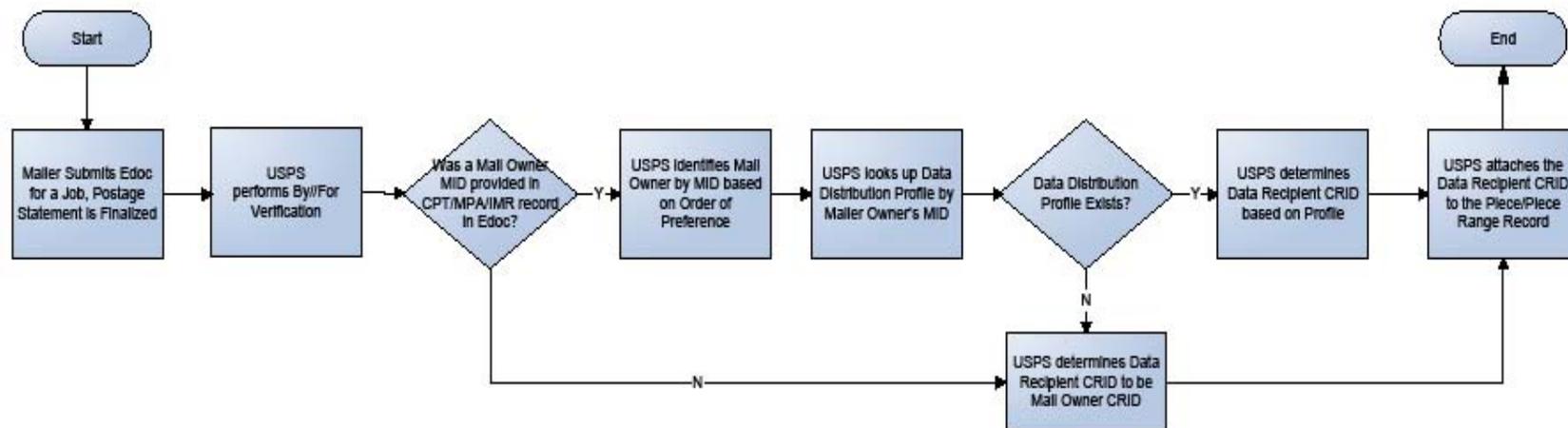
- Dynamic profiles allow third parties partial access to data as identified in a “Cast of Characters” file
- Cast of Characters is used in conjunction with the MID profile
- Profiles set up for a specific MID and grant access to the data by another Mailer ID



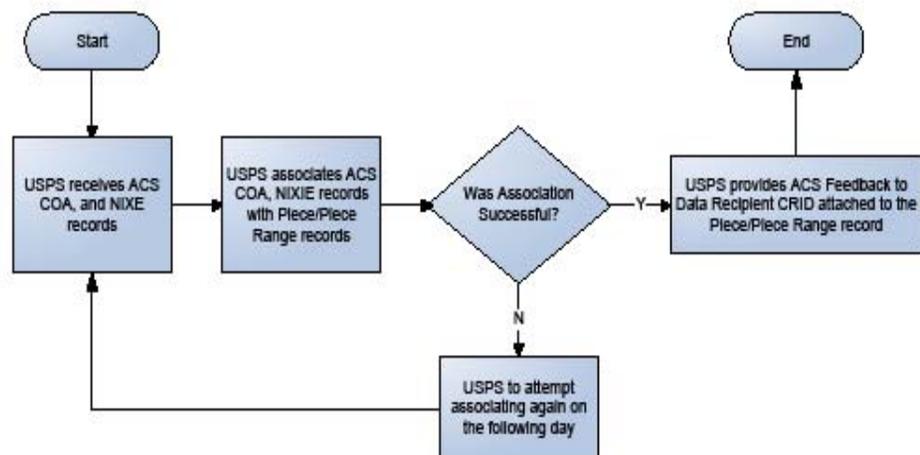
Summary

- Full-Service ACS™ is complex, but constructed of well-defined and documented requirements
- Mailers participate by
 - Acquiring a MID associated with a CRID
 - Prepare mail according to technical specifications
 - Manage accounts in the Business Customer Gateway
- Barcode quality and preparation is critical

ACS™ Data Recipient Determination Process



ACS Association and Feedback Process



Knowledge Validation

1. To receive Full-Service ACS™ records, the mailer must use an Intelligent Mail® barcode.

True

2. The principal document to use to prepare for Full-Service ACS is the “Guide to Intelligent Mail Letters and Flats.”

True

3. Only the mail owner can receive Full-Service ACS records.

False

Speaker Schedule

Sunday

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Monday

Tuesday

Thank You