USPS First Class Mail Innovation/Emerging Technology

MTAC

June, 2018

UNITED STATES
MAILNET
POSTAL SERVICE

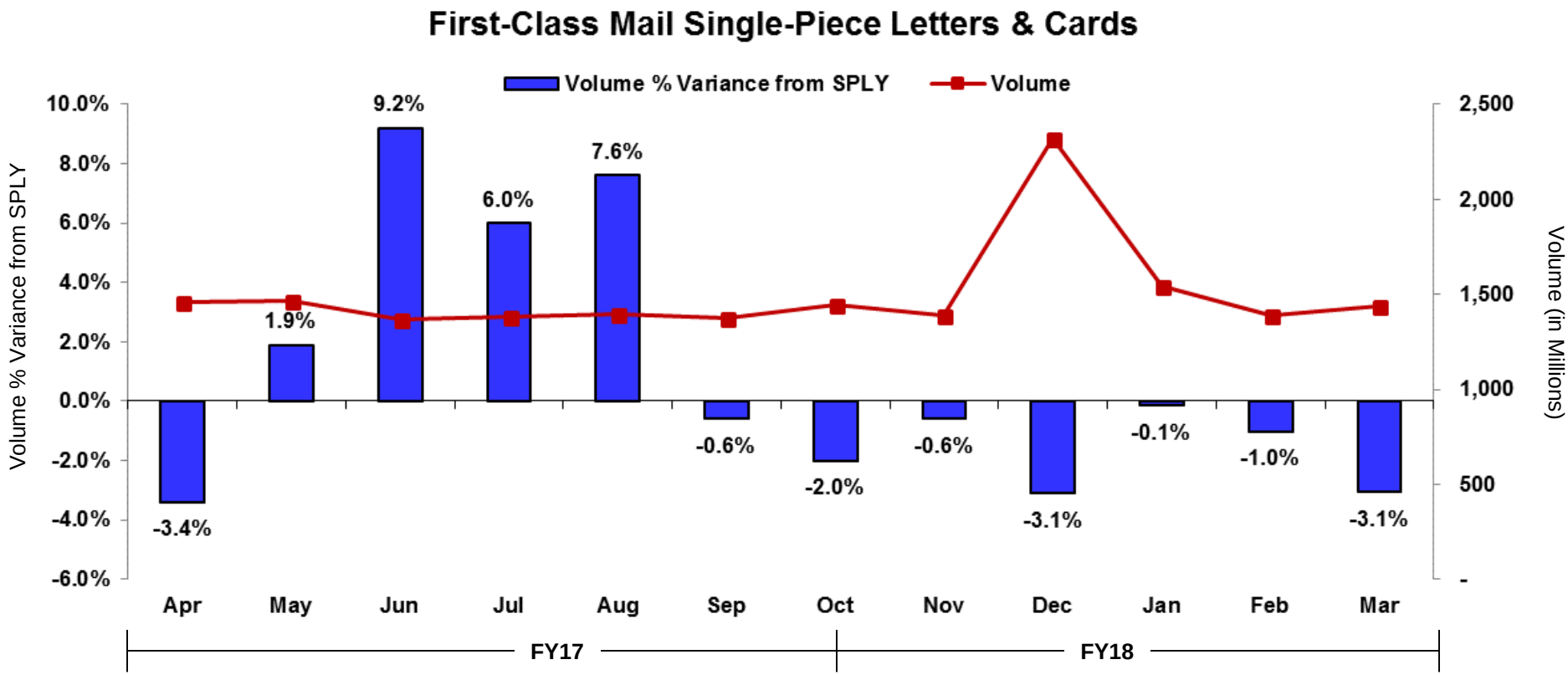
THE
BIG FISH

Agenda

- Pulse of the Industry
- First Class Mail Update
- Informed Delivery Update
- Product Management Update
- Open Discussion

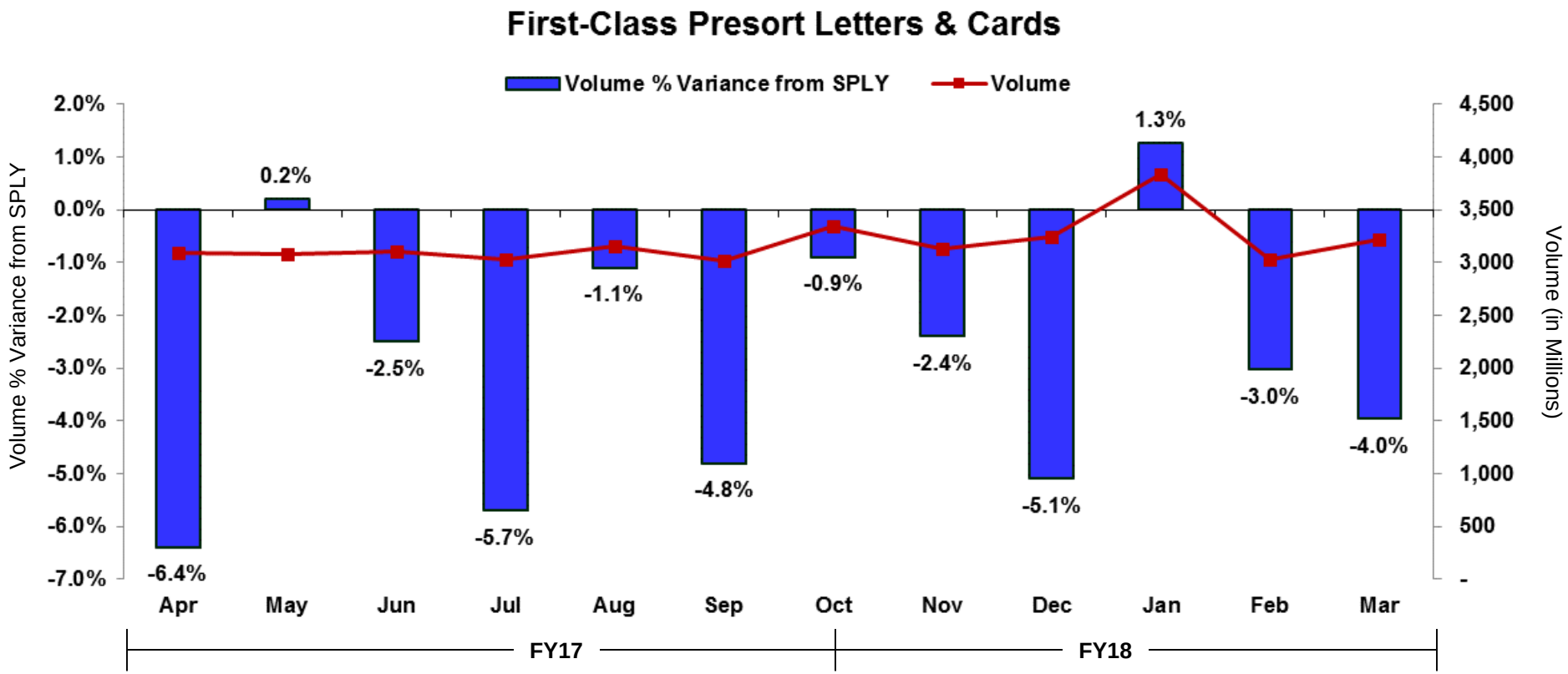
Pulse of the Industry

First-Class Mail Volume



Source:
RPW Monthly Reports

First-Class Mail Volume



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RPW Monthly Reports

FIRST-CLASS MAIL HITS HARDER THAN DIGITAL

BENTLEY UNIVERSITY

How consumers engage with digital versus hardcopy billing statements:

Methodology

- Eye Movement
- Recall Testing

Topics

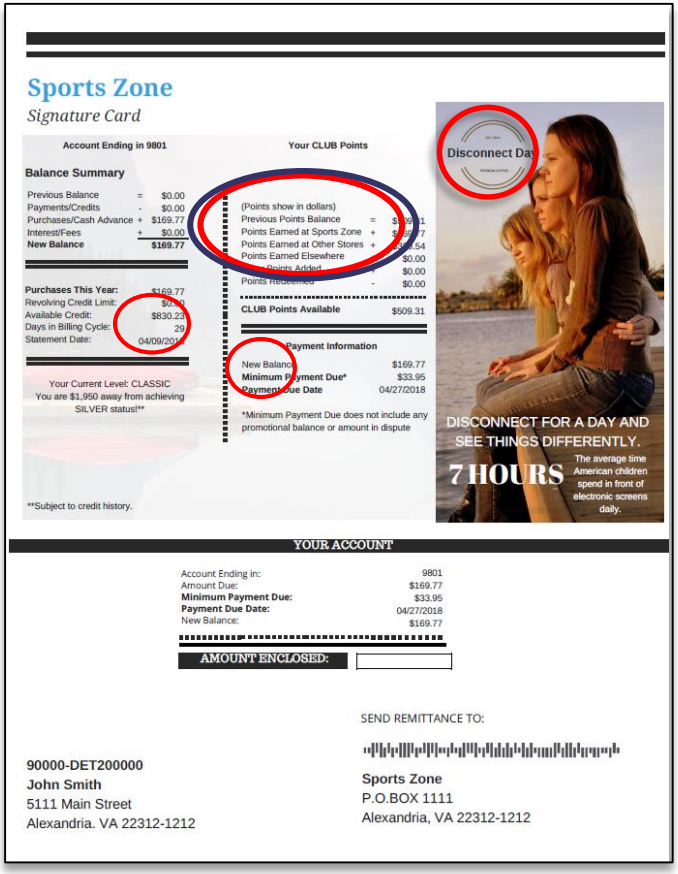
- First-Class Mail
- Impact of Color

Did digital or hardcopy billing statements increase recall and brand sentiment?

Heat Map Results:

Hardcopy

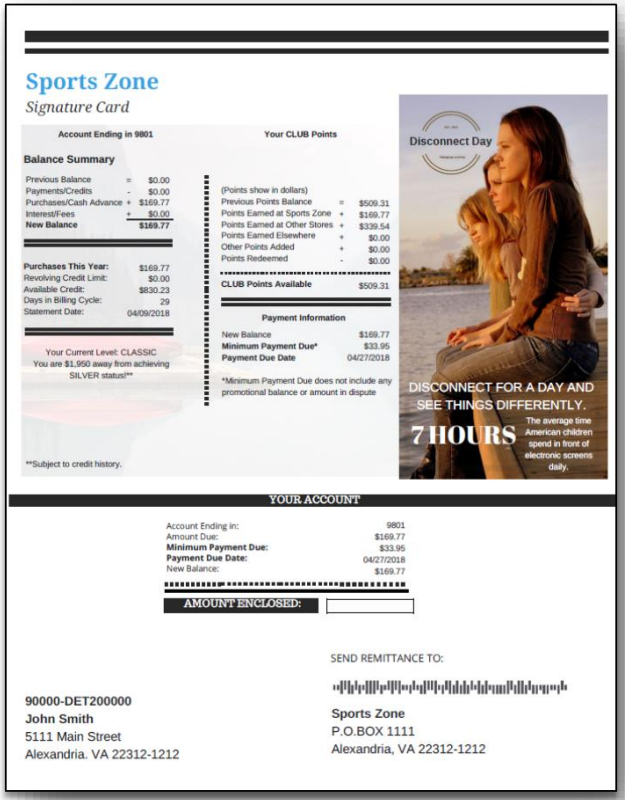
Digital



WHAT DID WE DISCOVER?

*Print had a 10% Lift :

- **Brand sentiment and purchase probability**
- **Brand recall:**
  - **Immediately after the eye tracking**
  - **Survey given a week later**



*45 sampled respondents

New Tech for 2018-19

- Augmented Reality – native AR and payment integration
- VR/ MR/ XR
- Shoppable Video
- Payment QRs and new barcode formats
- Addressable TV / multichannel
- Interactive Print
- Chatbots
- Integration with Voice/digital assistants
- SMS Text Integration

Examples of Shoppable Video Impact

- Matches Fashion: worked with Cinematique on 120 shoppable videos[1]
  - Users click/shop throughout video and review saved products later
  - 13% click-to-buy ratio, 9X the average
- Shoppable videos on YouTube[2]
  - Wayfair reported 300% revenue increase per impression
  - Sephora saw 80% lift in consideration and 54% lift in ad recall
- MikMak – focus on social video commerce[3]
  - Reports that 14% of all users add the product in a story to a cart

Leverage mail to drive to shoppable video experiences!

[1] *Digiday, December 2017*
[2] *Digiday, May 2015*
[3] *Internet Retailer, February 2018*

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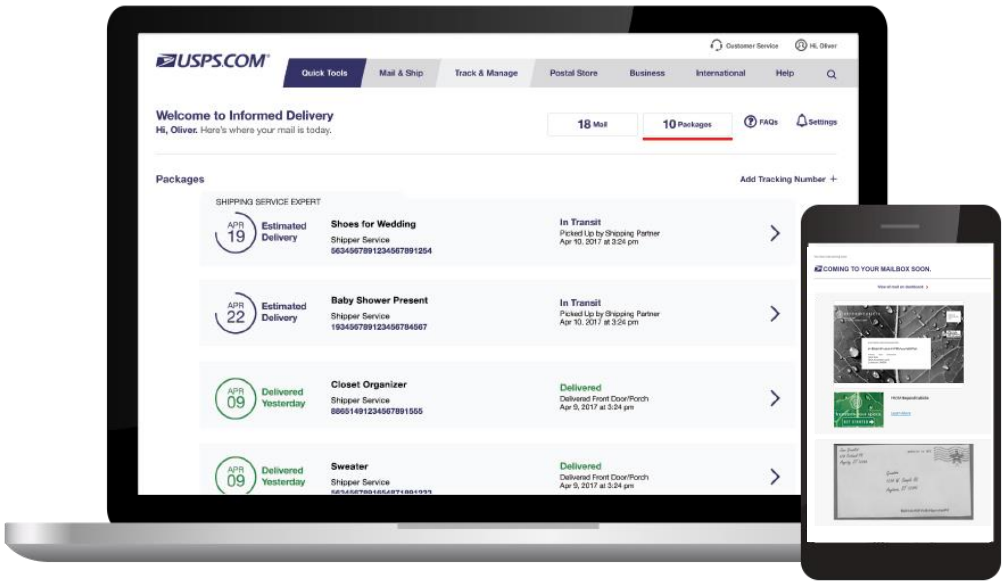
MTAC Informed Delivery® Update



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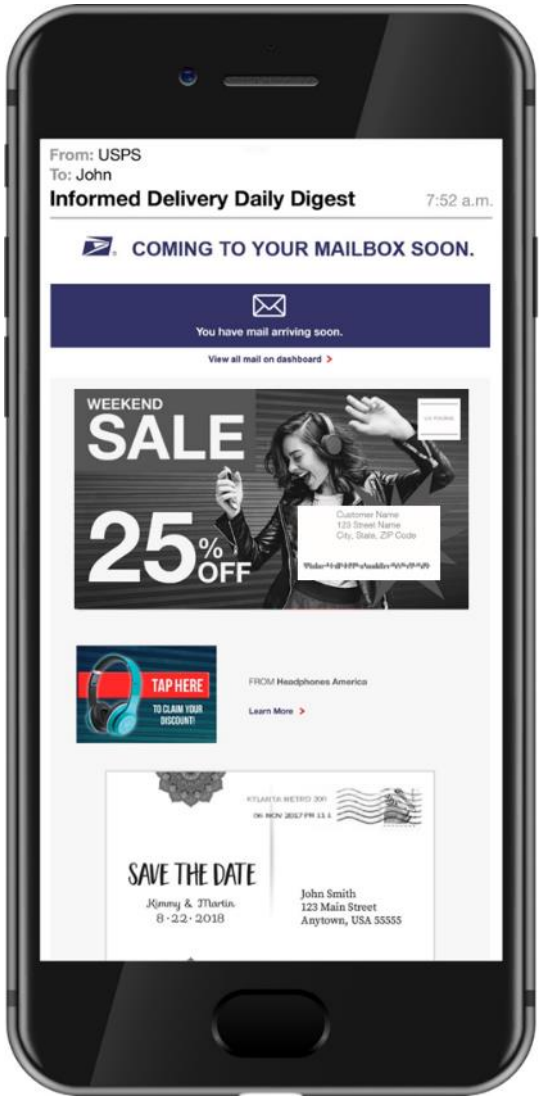
Informed Delivery By the Numbers

10.32M
Registered Users

8.88M
Registered Households

5.65M
Email-enabled Users



2,673
Campaigns Created

574
Brands Represented

67%
Average Email Open Rate

Registered users, households, and email-enabled users as of June 10, 2018.
Campaigns completed and brands represented as of June 4, 2018.
Average email open rate as of May 31, 2018.

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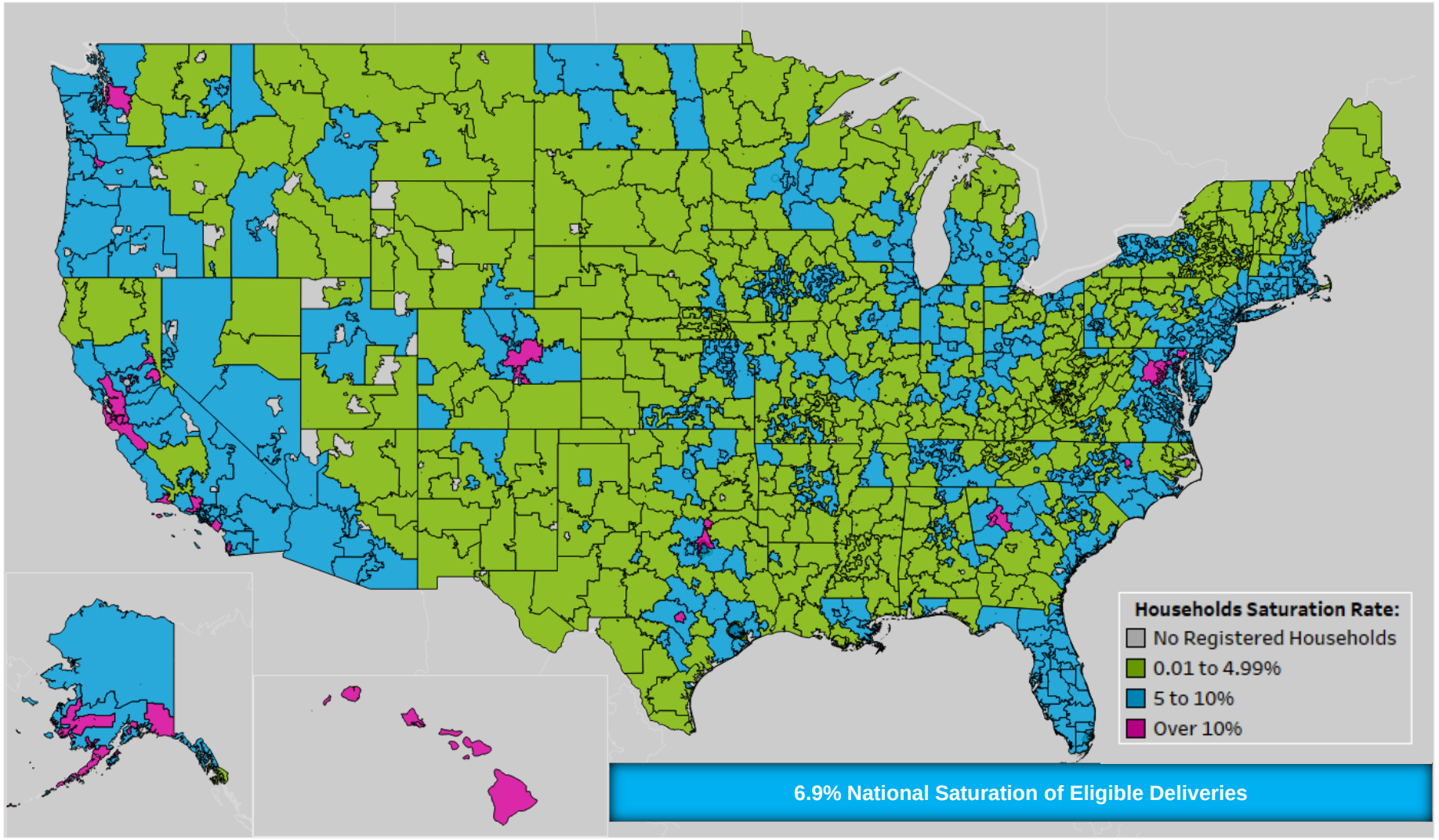
Density as of June 12, 2018



Recent Campaign Results

April: Top Campaigns by Click to Open Rate			
Industry	**Number of Mailpieces Sent to Informed Delivery Users**	**Email Open Rate**	**Campaign Click to Open Rate**
Retail Trade	1,116	69%	11.05%
Accommodation and Food Services	957	69%	6.07%
Retail Trade	16,521	64%	5.46%

May: Top Campaigns by Click to Open Rate			
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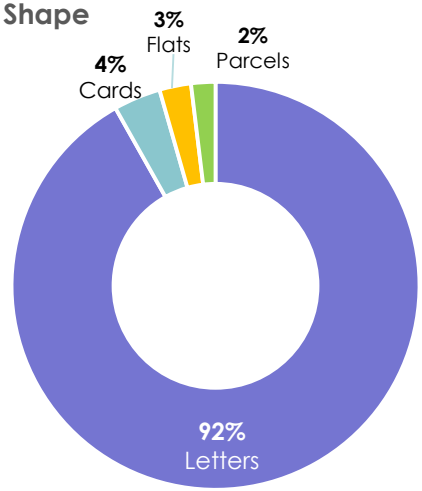
Retail Trade	12,313	67%	8.45%
Retail Trade	15,255	67%	6.41%
Retail Trade	5,296	62%	4.95%

Product Management Update

MTAC
Product Innovation/Emerging Technology Focus Area
First-Class Mail
June 13, 2018

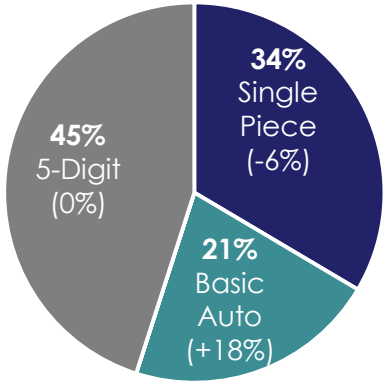
- ❑ **Industry Segment Performance & Product Trends**
- ❑ **Simplification & Other Key Initiatives**
- ❑ **BRM Enhancements**

First Class Mail by Shape

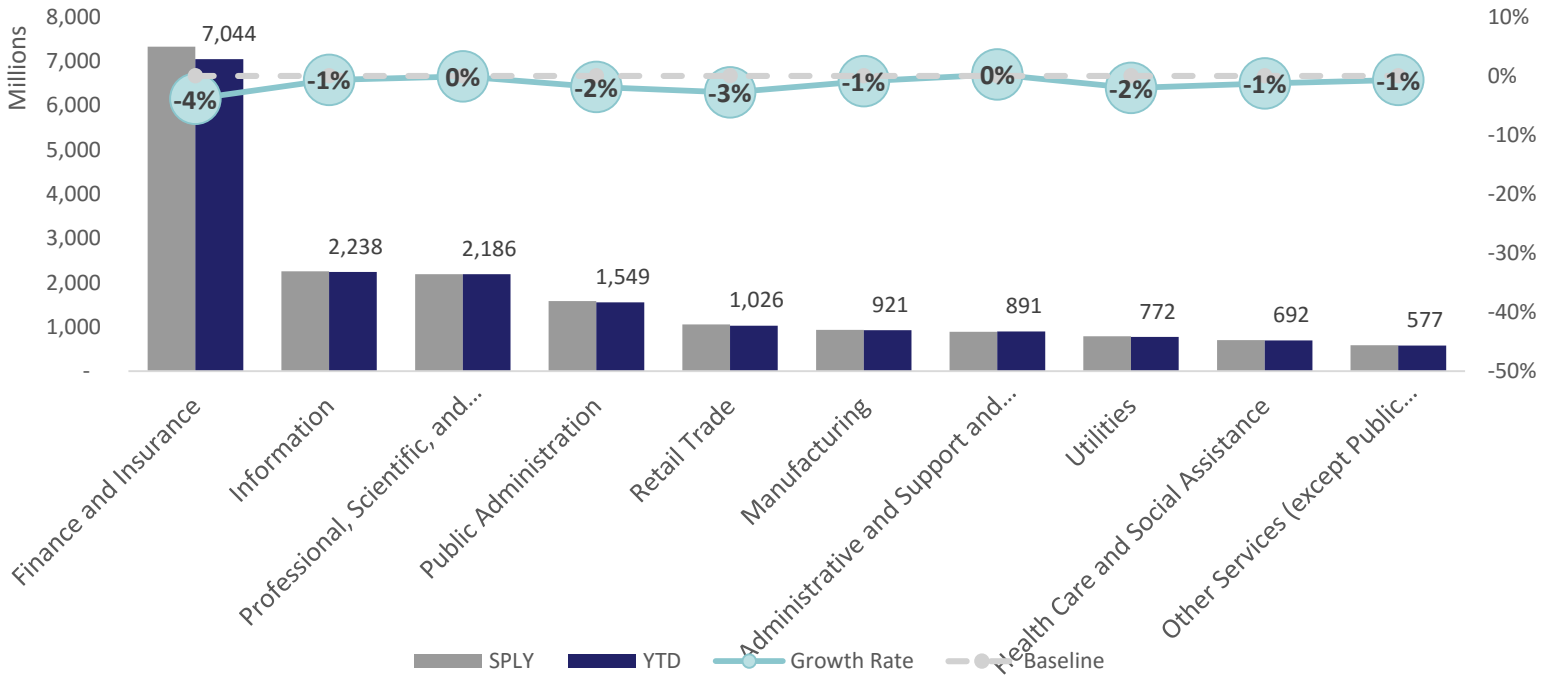


Declining - 4%

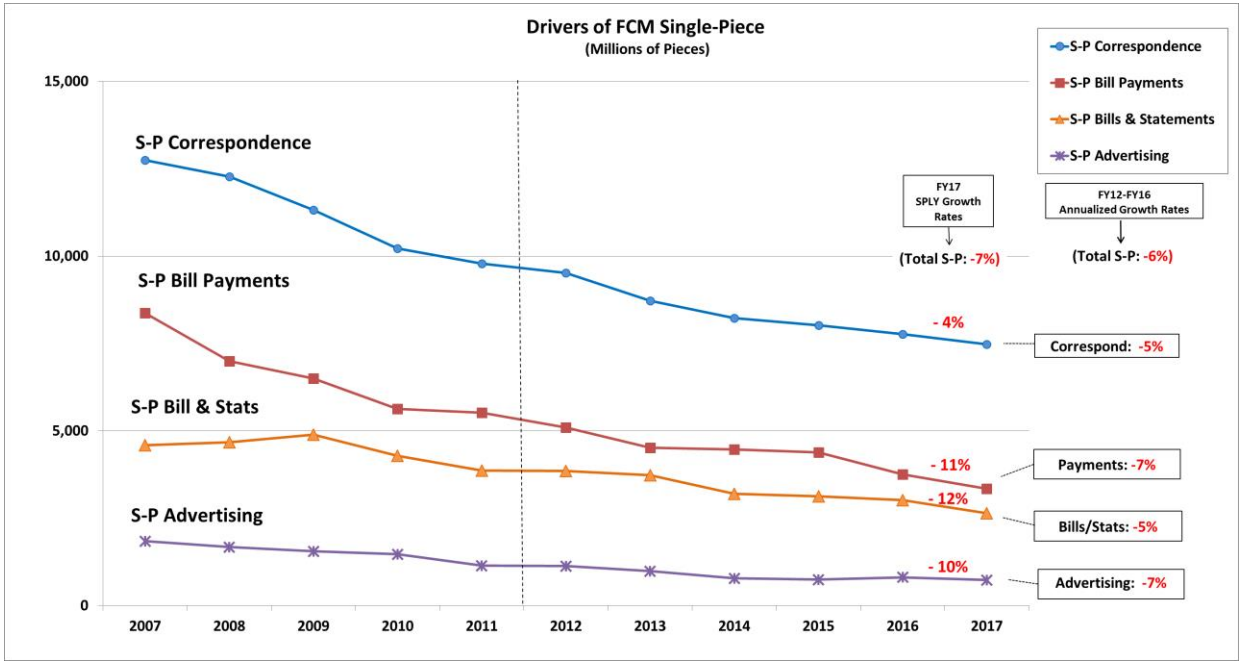
First Class Letters & Cards Presort Share and SPLY Variance

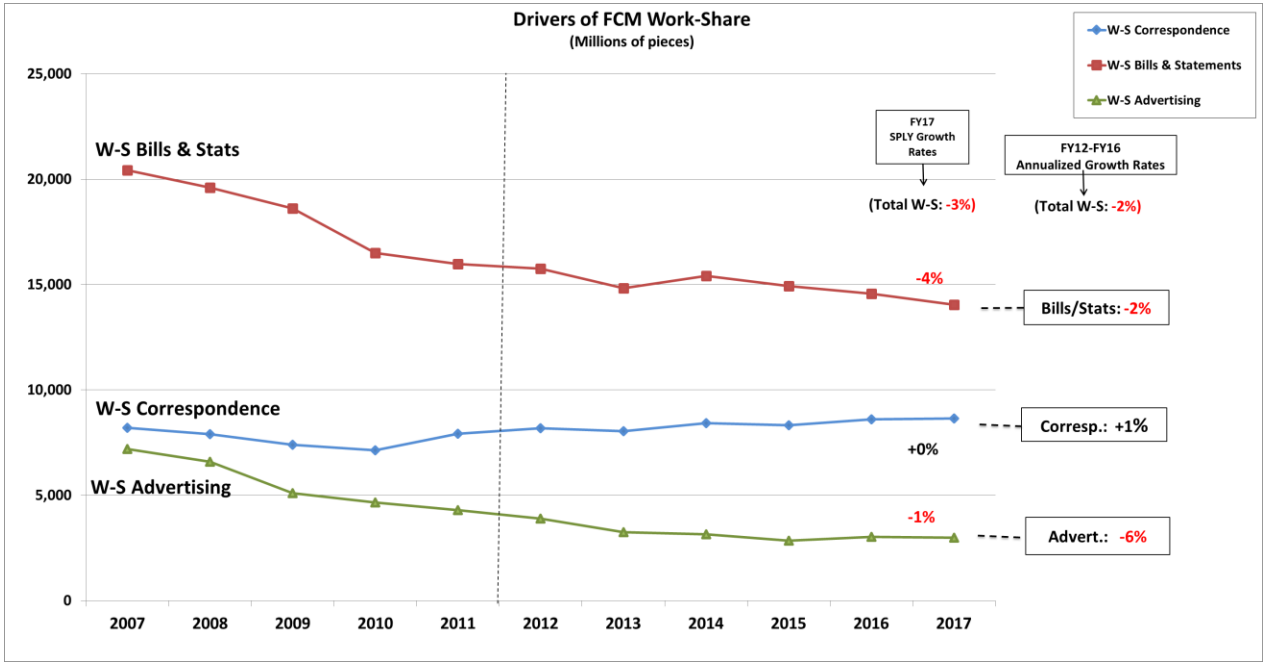


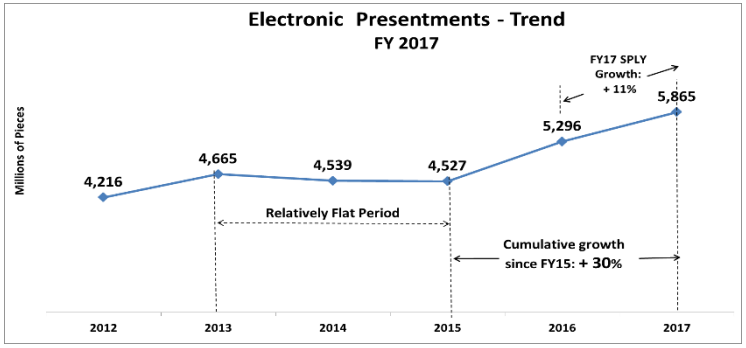
Source : RPW April 2018 YTD

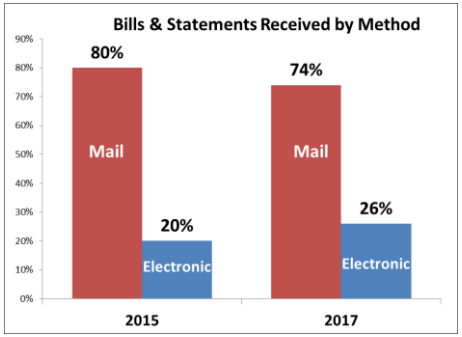

Millions
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
-
10%
0%
-10%
-20%
-30%
-40%
-50%
7,044
2,238
2,186
1,549
1,026
921
891
772
692
577
-4%
-1%
0%
-2%
-3%
-1%
0%
-2%
-1%
-1%
Finance and Insurance
Information
Professional, Scientific, and...
Public Administration
Retail Trade
Manufacturing
Administrative and Support and...
Utilities
Health Care and Social Assistance
Other Services (except Public...
SPLY
YTD
Growth Rate
Baseline

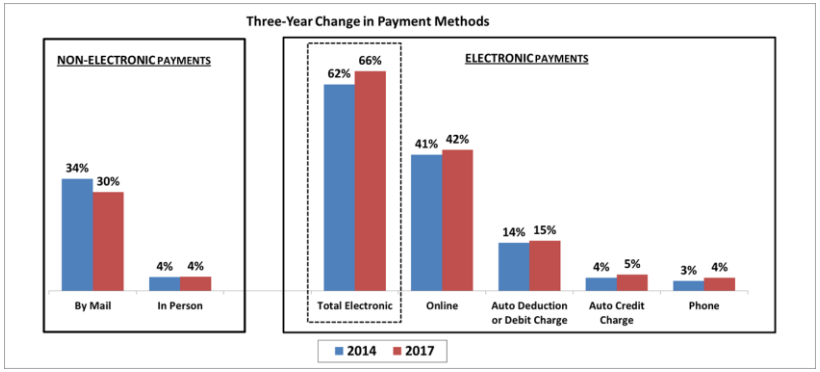
- **Study is based on a two-stage survey conducted continuously, 52 weeks/year:**
  - ❖**<u>Stage 1</u>: Recruitment Questionnaire (8,500 Respondents)**
    - **Recruits 5,200 households to participate in detailed, week-long diary survey.**
  - ❖**<u>Stage 2</u>: Weekly Mail Diary (5,200 Respondents):**
    - **Respondents report the quantity, content, and treatment of all mail sent and received over an entire week.**
- ➢**Survey conducted every year since 1987.**


Drivers of FCM Single-Piece
(Millions of Pieces)
S-P Correspondence
S-P Bill Payments
S-P Bills & Statements
S-P Advertising
15,000
10,000
5,000
0
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
S-P Correspondence
S-P Bill Payments
S-P Bill & Stats
S-P Advertising
FY17
SPLY Growth
Rates
(Total S-P: -7%)
FY12-FY16
Annualized Growth Rates
(Total S-P: -6%)
- 4%
- 11%
- 12%
- 10%
Correspond: -5%
Payments: -7%
Bills/Stats: -5%
Advertising: -7%


Drivers of FCM Work-Share
(Millions of pieces)
W-S Correspondence
W-S Bills & Statements
W-S Advertising
25,000
20,000
15,000
10,000
5,000
0
W-S Bills & Stats
W-S Correspondence
W-S Advertising
FY17 SPLY Growth Rates
(Total W-S: -3%)
FY12-FY16 Annualized Growth Rates
(Total W-S: -2%)
-4%
+0%
-1%
Bills/Stats: -2%
Corresp.: +1%
Advert.: -6%
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017


Electronic Presentments - Trend
FY 2017
Millions of Pieces
FY17 SPLY Growth: + 11%
4,216
4,665
4,539
4,527
5,296
5,865
Relatively Flat Period
Cumulative growth since FY15: + 30%
2012
2013
2014
2015
2016
2017


Bills & Statements Received by Method
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
80%
Mail
20%
Electronic
74%
Mail
26%
Electronic
2015
2017


Three-Year Change in Payment Methods
NON-ELECTRONIC PAYMENTS
34%
30%
4%
4%
By Mail
In Person
ELECTRONIC PAYMENTS
62%
66%
41%
42%
14%
15%
4%
5%
3%
4%
Total Electronic
Online
Auto Deduction or Debit Charge
Auto Credit Charge
Phone
2014
2017

- Product Marketing strategy
  - FCM - bills and statements as customer communications channel by taking advantage of variable color printing and high open-and-read rates
- Review and simplify product offerings
  - Residuals pricing
  - Product Assessments - Picture Permit & Simple Samples
- User Group 13
  - Optimization opportunities for letters and flats
- BRM Enhancements
- Promote Political and Election Mail in 2018 mid-term elections
- Leverage Informed Delivery to increase engagement with mail and value of the mailbox

- ❑ Leverage IMb technology to innovate QBRM processes by automating counting & invoicing

- ❑ Streamline and Standardize QBRM Process

  - Eliminate Manual Counting and Weight Verification
  - Make BRM/QBRM Mail Available Earlier For Customers
  - Decrease Costs and Increase Customer Value Proposition

- ❑ Path Forward
  - Initial Merrifield test is ongoing, concurrent with present QBRM processing
  - Accuracy Validation -
    - Implement new counting procedures for QBRM
    - Analysis of Hand Count vs End of Run Count comparisons to additional sites
  - Expand to additional sites
  - Evaluation of expansion to BRM letter mail

Open Discussion

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USPS Periodicals Innovation/Emerging Technology

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June, 2018

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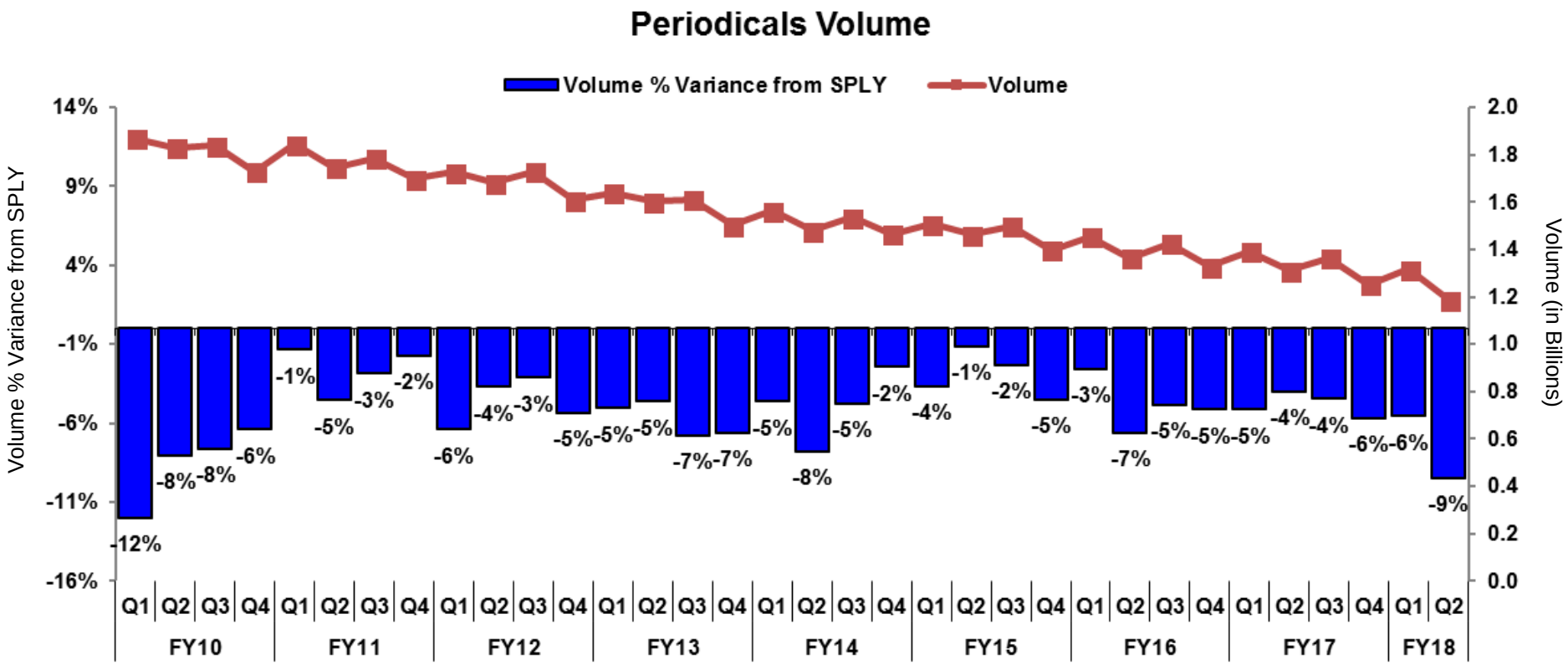
Agenda

- Pulse of the Industry
- Periodical Update
- Informed Delivery Update
- Product Management Update
- Open Discussion

Pulse of the Industry

Periodicals Volume



Source:
RPW Quarterly Reports

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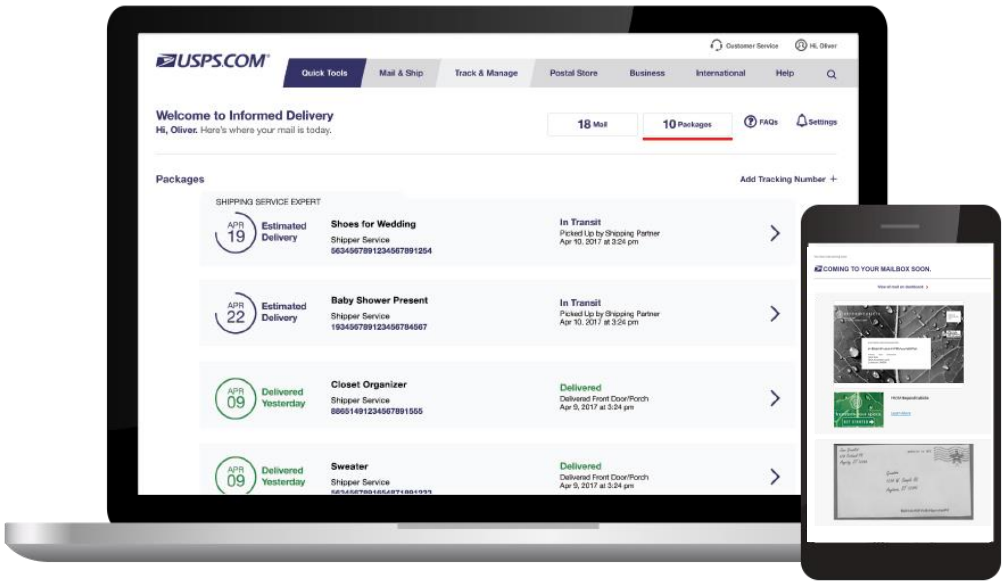
MTAC Informed Delivery® Update



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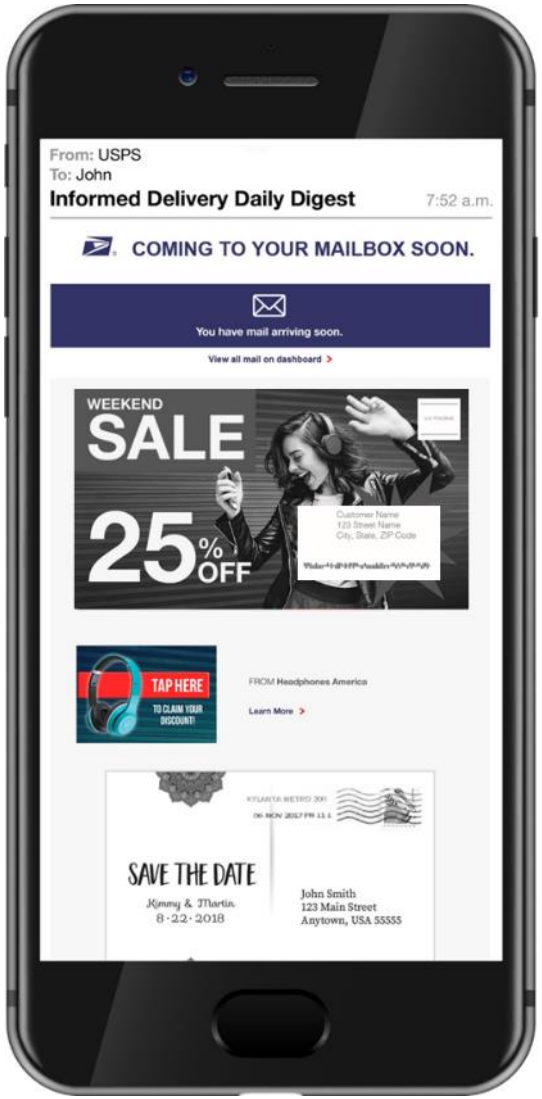

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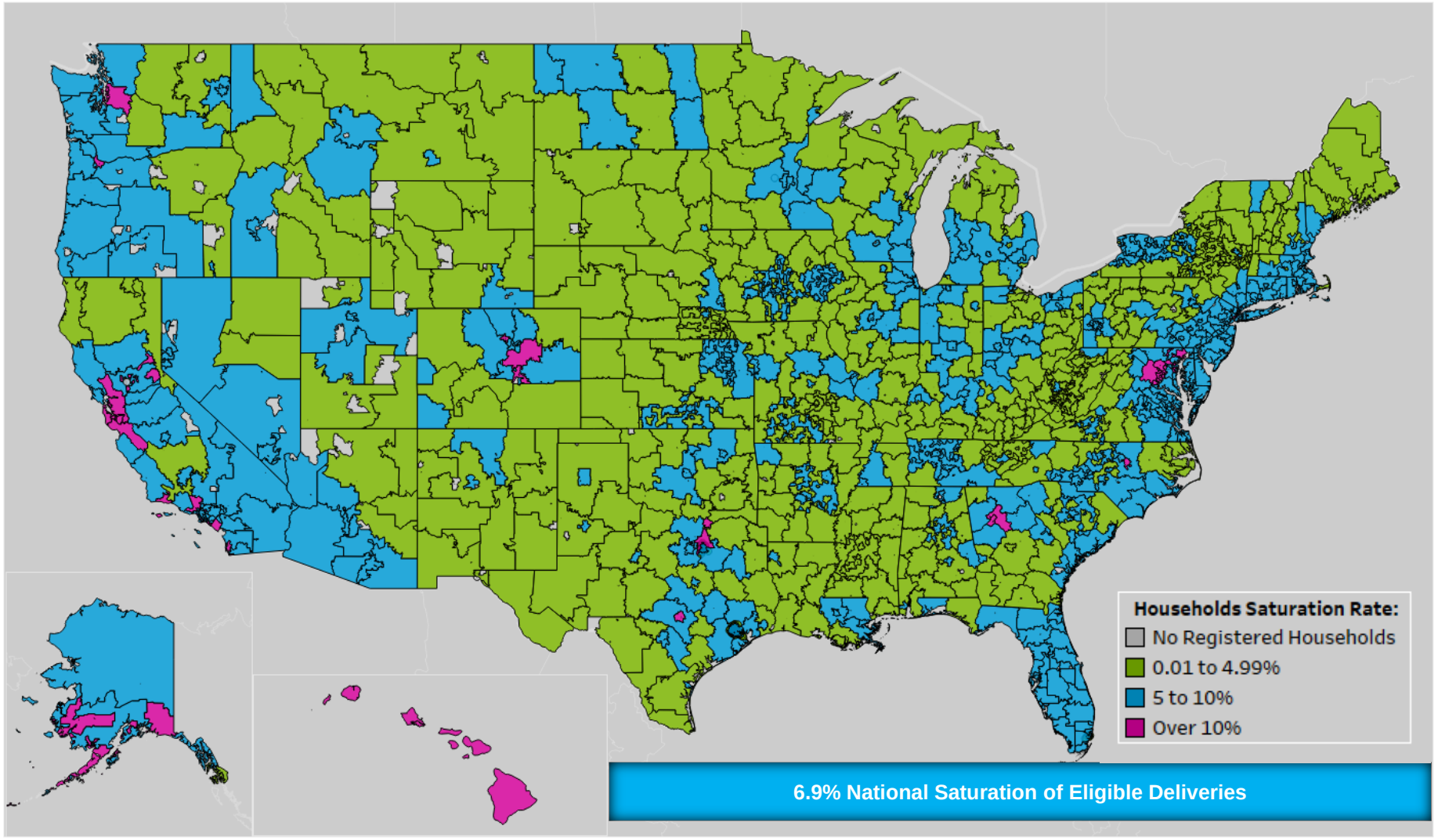

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Product Management Update

MTAC
Product Innovation/Emerging Technology Focus Area
Periodicals
June 13, 2018

- Periodical Initiatives Update
  - Working list of initiatives (from PAG)
  - Other

Evaluate recommendations from PAG for potential implementation (marked in red):

- ❑ Authorize Special Interest Publications (SIPs) at the group level as Periodicals
- ❑ *Use postal delivery of periodicals to newsstands – eligible for Periodicals prices?*
- ❑ Have a Periodicals price for single copies
- ❑ *Allow more prospecting at the Periodicals rates*
- ❑ *Increase weight limit for inserted product samples*
- ❑ Allow mailing to a subset of subscribers at Periodicals rates for greater flexibility
- ❑ Reduce number of minimum pages for requester pubs to 16
- ❑ Use “wantedness” to help new pubs acquire Periodicals status
- ❑ Use a click-on feature in Informed Delivery to track recipients’ interest in a publication
- ❑ Allow SIPs to be offered as subscription premiums an pay Periodicals rates when poly-wrapped with a Periodicals title

- User Group 13
  - Optimization of letters and flats
- Bundle preparation – tubs vs. sacks

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Open Discussion

USPS Package Services Innovation/Emerging Technology

MTAC

June, 2018

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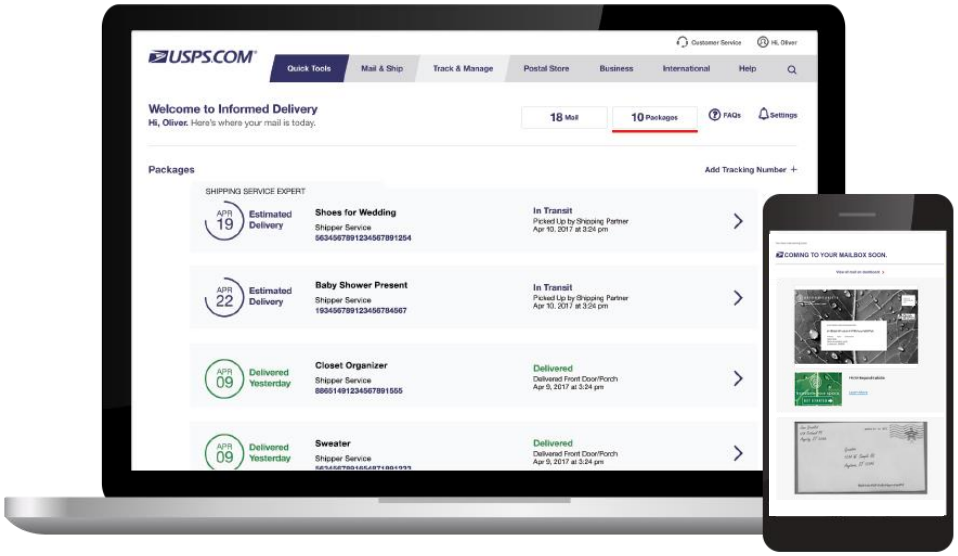
Agenda

- Pulse of the Industry
- Shipping Update
- Informed Delivery Update
- Product Management Update
- Open Discussion

MTAC Informed Delivery® Update



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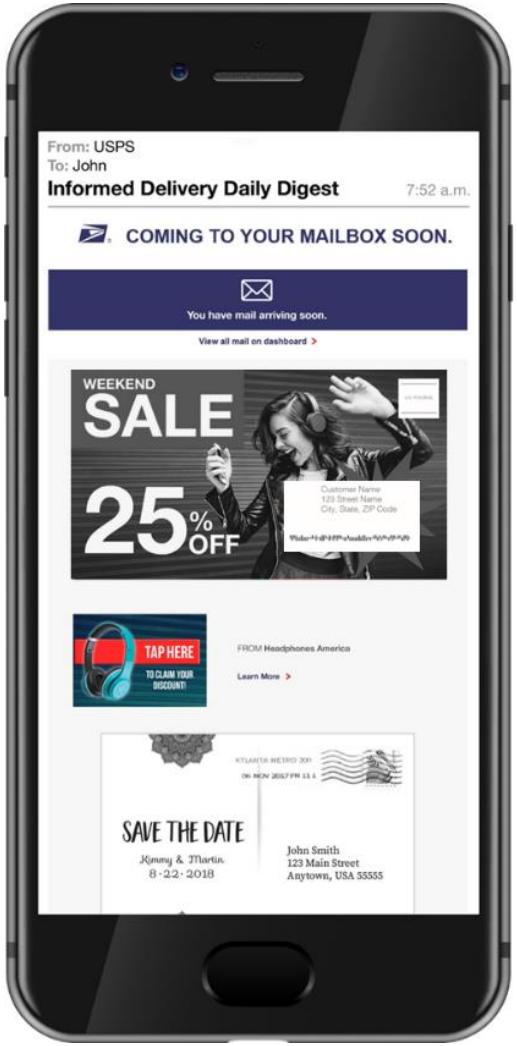

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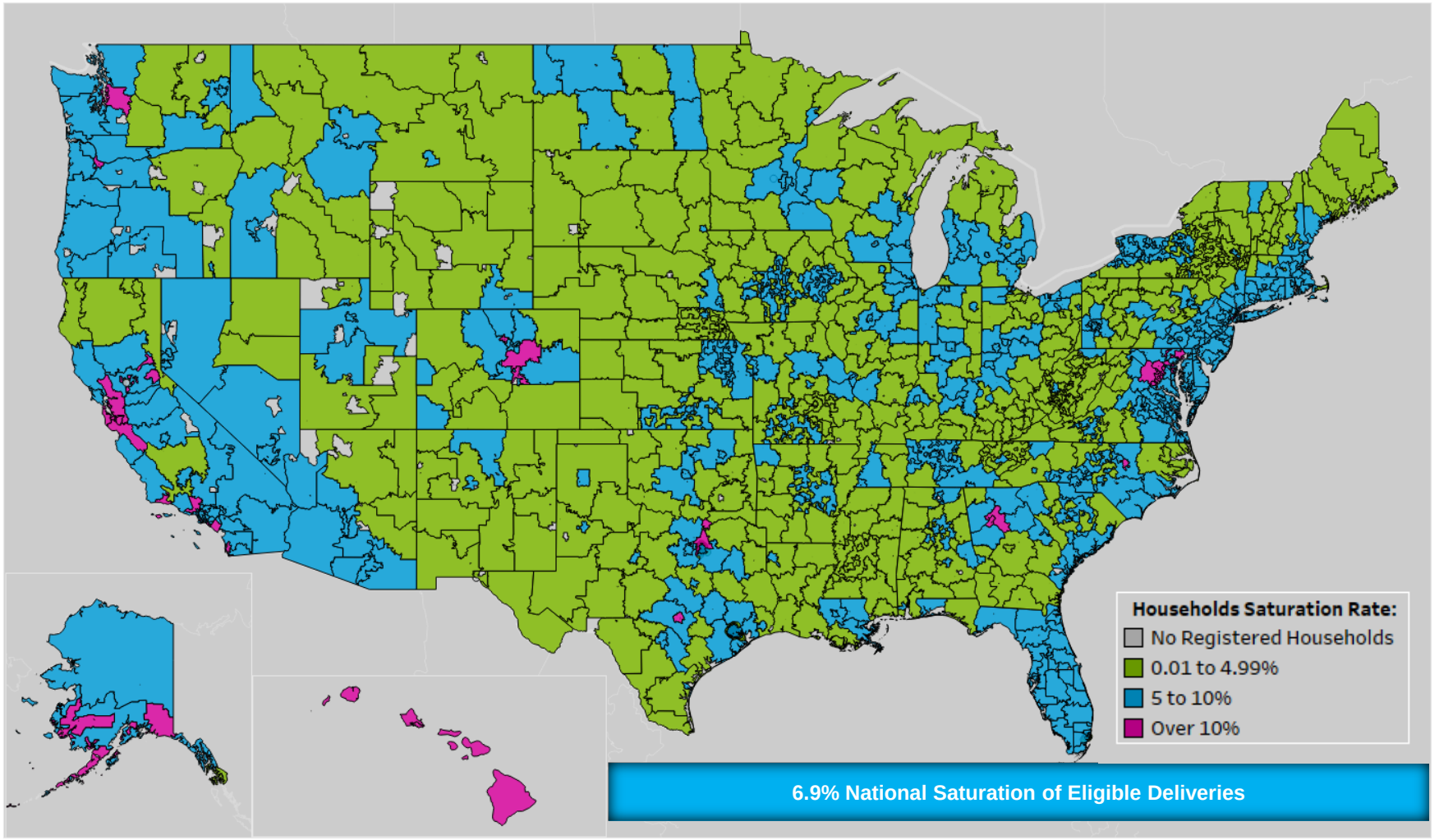

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Product Management Update

MTAC
Product Innovation/Emerging Technology Focus Area

PSLW Machinable Parcel

- **Optional SCF Presort and Entry**

- **CSR-348 (DMM 255.6.0) Implemented March 2018**

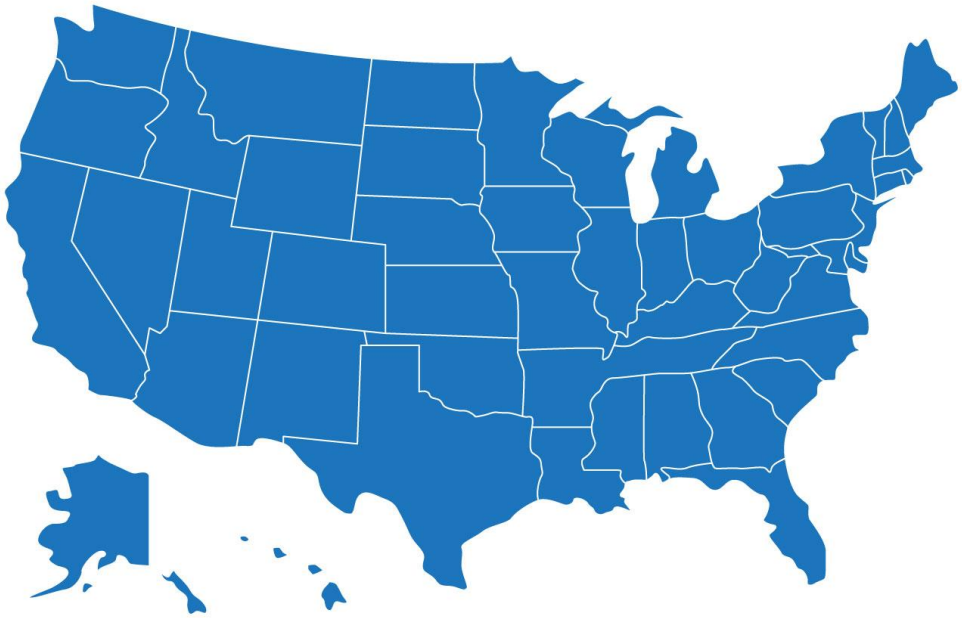
- **The Postal Service has implemented an optional SCF preparation level that will allow mailers to presort and dropship machinable parcels to an eligible DSCF**

- **This will be allowed only after the mailer has completed a full 5 digit sortation to be dropped at the DDU so that only the "residual" pieces from that preparation will be dropped at the nearby DSCF**

- **In addition, the current pricing & service standards for DNDC entry will remain in effect for the DSCF option.**

RDU Master Data

- Identifies USPS PRS acceptance and dispatch facilities
- Maintains PRS current and potential RDU/RSCF locations



- Compatible with single and bulk data updates
- Drill down capabilities to specific area, district, state, zip code, or facility
- Assigns unique codes to identify PRS partners' approved facilities
- Lists USPS facility ID's
- Updated lists are provided to PRS partners quarterly

Data Updates

Facility ID	AMS Local Key	Area	District	Facility	Address	City	State	Zip5	Finance Number	Possible Code
1356882	X17495	Eastern	Western Pennsylvania	CANONSBURG	120 W PIKE ST	CANONSBURG	PA	15317	411152	P
1436523	X19694	Eastern	Western Pennsylvania	MC MURRAY	3935 WASHINGTON RD	CANONSBURG	PA	15317	411152	N
1441995	004421	Eastern	Western Pennsylvania	CANONSBURG CARRIER ANNEX	14 CURRY AVE	CANONSBURG	PA	15317	411152	Y
1356774	X17487	Eastern	Central Pennsylvania	CAMP HILL	1675 CAMP HILL BYP	CAMP HILL	PA	17011	411136	Y
1436622	X1B034	Eastern	Central Pennsylvania	SHIREMANSTOWN	10 WEST MAIN ST	CAMP HILL	PA	17011	411136	P

- **Short Term Solutions:**
- **AMS Locale Key**
  - **Specific facilities in the same zip code**
  - **Itemize USPS facilities –assists with partner databases**

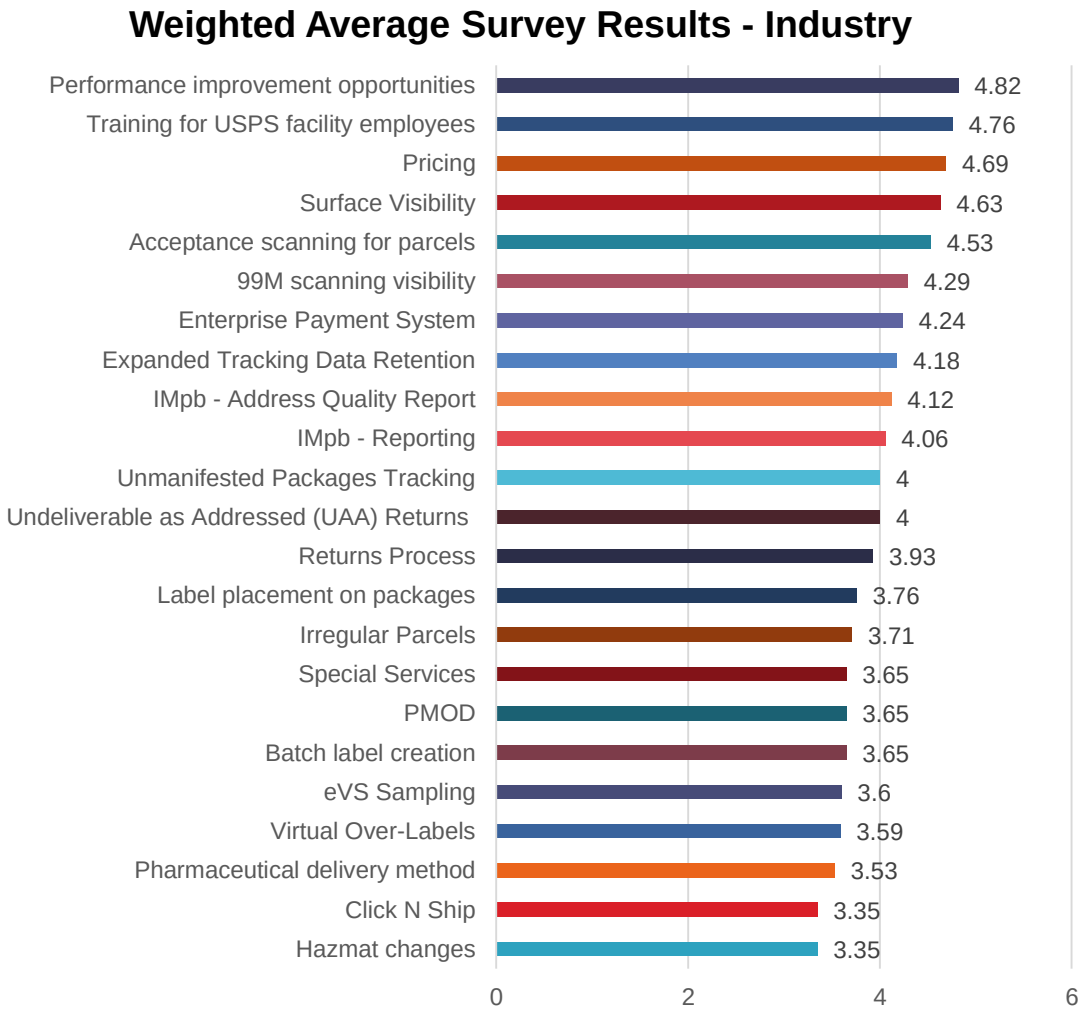
Long Term Solutions:

- **CDE: (Extract files) locale key-pending**
- **PTR – change request #1508**
- **User Group 13 (packages) will provide updates**

MTAC User Group 13

Updates

- **Held three meetings on improving volumes and efficiency for both the Postal Service and the industry**
- **Conducted a survey within USPS and the industry (results to the right) to determine specific fields to focus more deeply on improving. The four targeted fields are:**
  1. **Performance Improvement Opportunities**
  2. **Training for USPS Facility Personnel**
  3. **Acceptance Scanning**
  4. **Surface Visibility/99M Scanning Visibility (merged)**
- **Next steps will involve forming subgroups to cover the above four topics, identify details within each, and form solutions**



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Open Discussion

USPS Marketing Mail Innovation/Emerging Technology

MTAC

June, 2018

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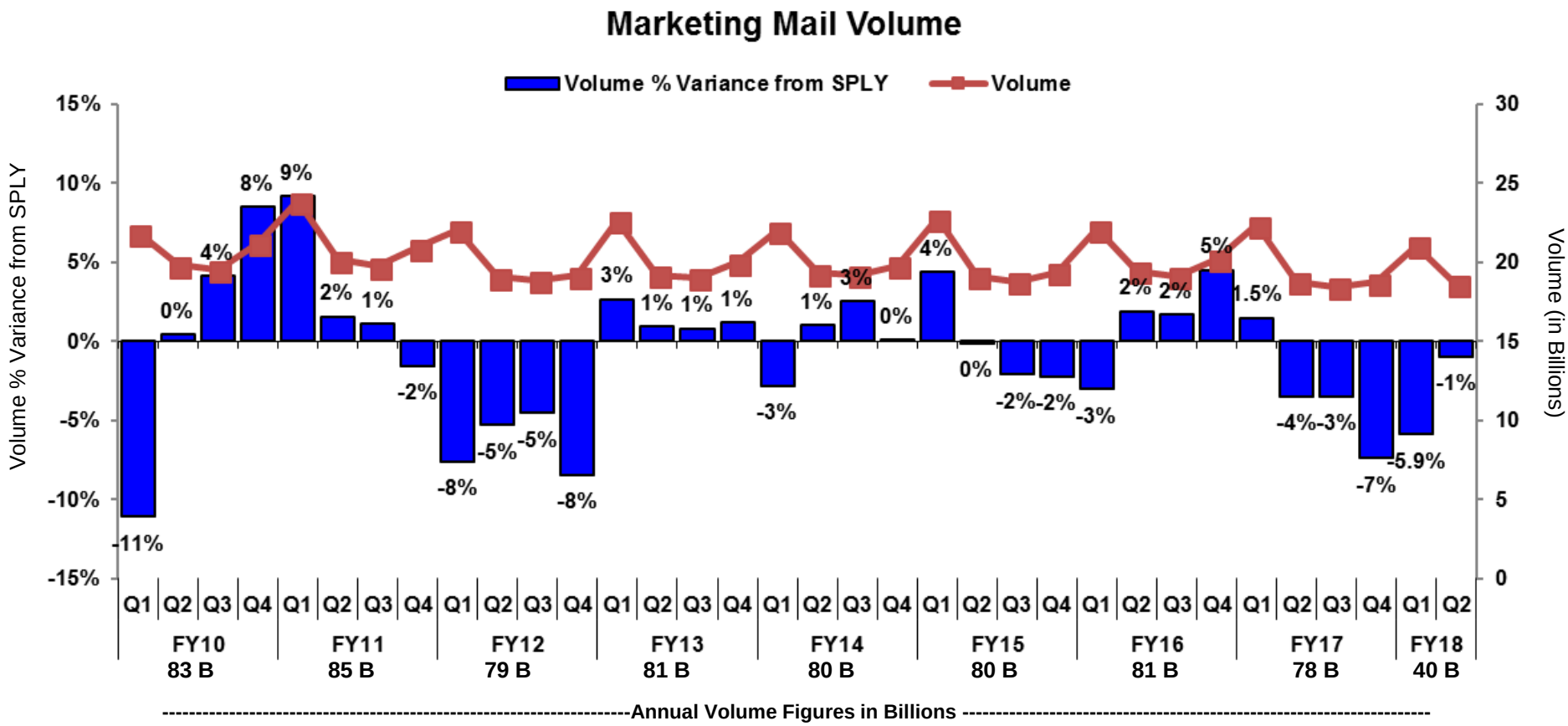
Pulse of the Industry

Action items

- Steve Monteith is working on solution for stamp lists to be updated and available online. Right now, customers can get stamp availability through the Stamps Now phone number.
- Industry asked that volume totals be added to the quarterly volume slides.
- USPS needs information from Industry about which clients would use new larger First-Class Mail postcard. This should be discussed in MTAC User Group # 8 on promotions as Industry first suggested this be a promotion.

Marketing Mail Volume



Notes:
/1 Sources include RPW Quarterly Reports; Excludes Parcels and International Mail volumes
/2 The annual volume figure for FY18 includes YTD data (October – March 2018)

Volume Changes

Marketing Mail: Annual FY Volume

	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18 YTD
Annual Volume (in Billions)	83	85	79	81	80	80	81	78	40
Annual Volume (% SPLY)		2.4%	-7.1%	2.5%	-1.2%	-0.3%	1.3%	-3.7%	

Marketing Mail: % Change SPLY

	FY15Q3	FY15Q4	FY16Q1	FY16Q2	FY16Q3	FY16Q4	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2
High Density and Saturation Letters	10.9	8.3	6.6	8.6	7.1	9.4	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)
High Density and Saturation Flats and Parcels*	(2.3)	(4.8)	(7.0)	(3.1)	0.1	4.1	5.7	1.9	0.9	(2.8)	(4.4)	5.2
Carrier Route	(11.3)	(24.7)	(30.1)	(22.0)	(19.1)	2.5	2.3	8.0	12.9	8.5	4.5	(3.6)
Flats	0.0	29.9	35.9	31.8	21.4	(2.4)	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)
Letters	(2.3)	(2.2)	(1.1)	3.4	2.6	5.2	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)
Total Marketing Mail (Excludes Parcels & Intl)	(2.1)	(2.2)	(3.0)	1.9	1.7	4.5	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)

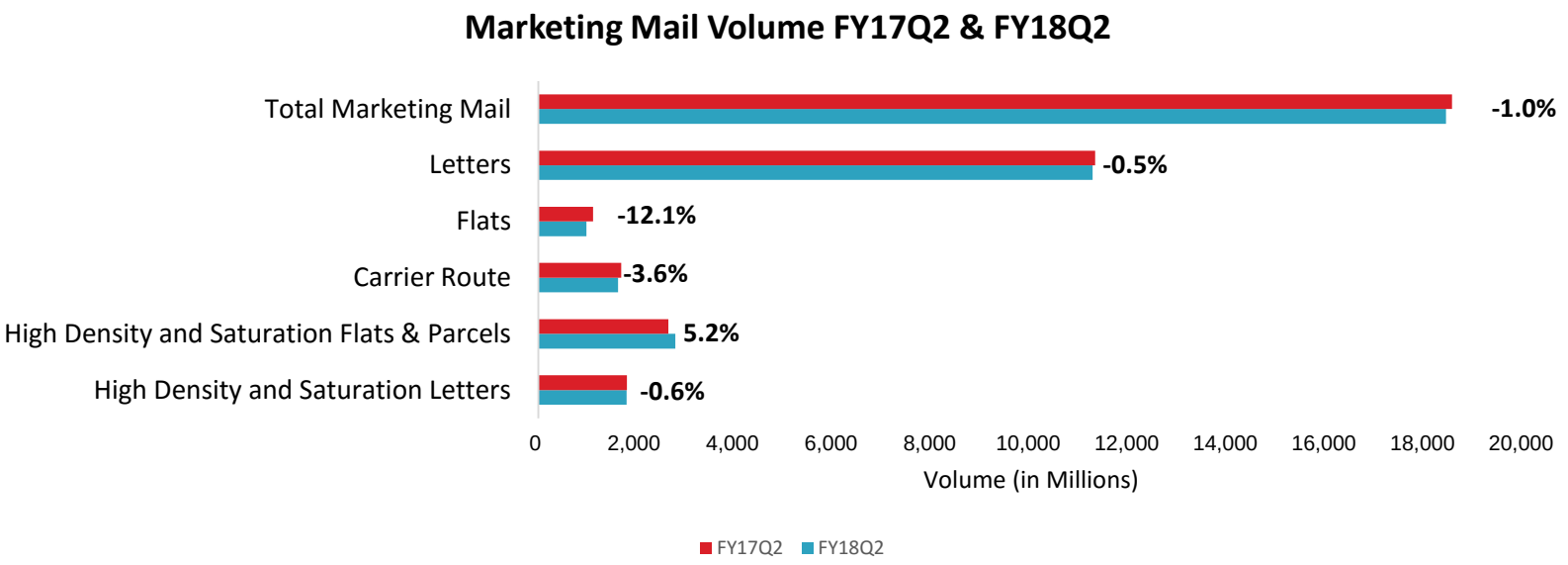
Notes:

**Includes EDDM Retail*

Source:

**RPW Quarterly Files*

Volume Changes



Marketing Mail: % Change SPLY

	FY15Q3	FY15Q4	FY16Q1	FY16Q2	FY16Q3	FY16Q4	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2
High Density and Saturation Letters	10.9	8.3	6.6	8.6	7.1	9.4	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)
High Density and Saturation Flats and Parcels*	(2.3)	(4.8)	(7.0)	(3.1)	0.1	4.1	5.7	1.9	0.9	(2.8)	(4.4)	5.2
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Total Marketing Mail (Excludes Parcels & Intl)	(2.1)	(2.2)	(3.0)	1.9	1.7	4.5	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)

Notes:

**Includes EDDM Retail*

Source:

**RPW Quarterly Files*

New Tech for 2018-19

- Augmented Reality – native AR and payment integration
- VR/ MR/ XR
- Shoppable Video
- Payment QRs and new barcode formats
- Addressable TV / multichannel
- Interactive Print
- Chatbots
- Integration with Voice/digital assistants
- SMS Text Integration

Examples of Shoppable Video Impact

- Matches Fashion: worked with Cinematique on 120 shoppable videos[1]
  - Users click/shop throughout video and review saved products later
  - 13% click-to-buy ratio, 9X the average
- Shoppable videos on YouTube[2]
  - Wayfair reported 300% revenue increase per impression
  - Sephora saw 80% lift in consideration and 54% lift in ad recall
- MikMak – focus on social video commerce[3]
  - Reports that 14% of all users add the product in a story to a cart

Leverage mail to drive to shoppable video experiences!

[1] *Digiday, December 2017*
[2] *Digiday, May 2015*
[3] *Internet Retailer, February 2018*

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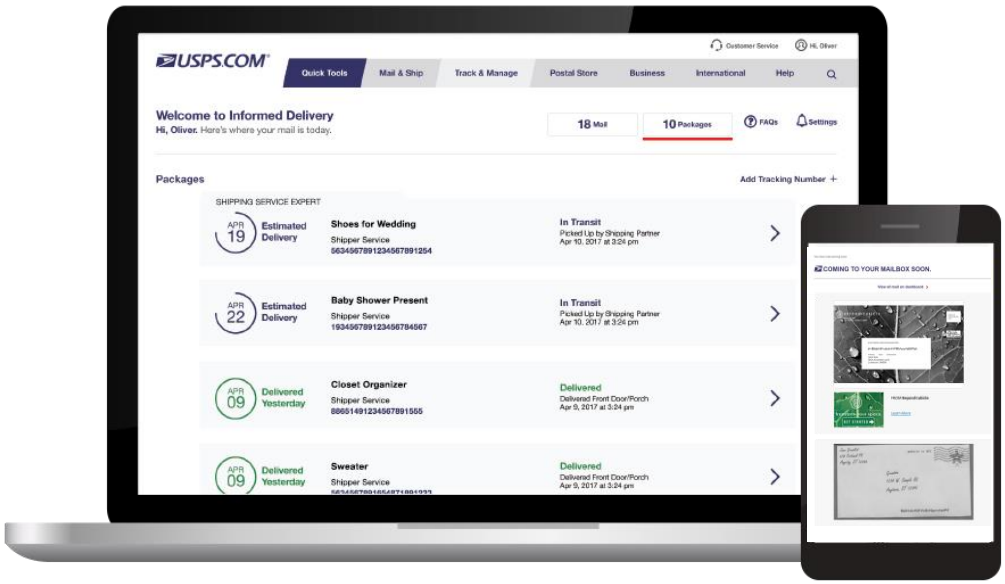
MTAC Informed Delivery® Update



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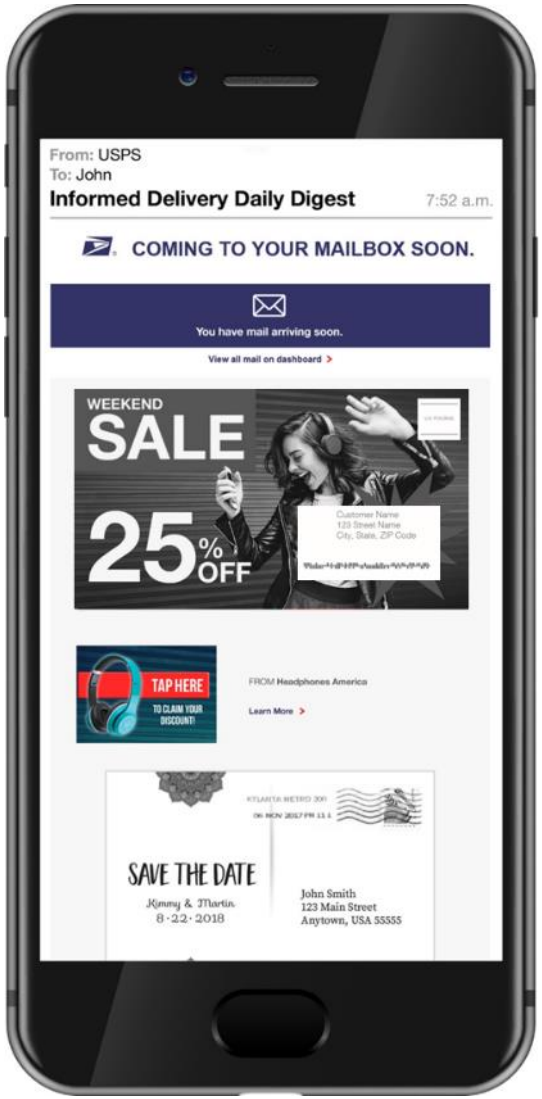
10.32M
Registered Users

8.88M
Registered Households

5.65M
Email-enabled Users



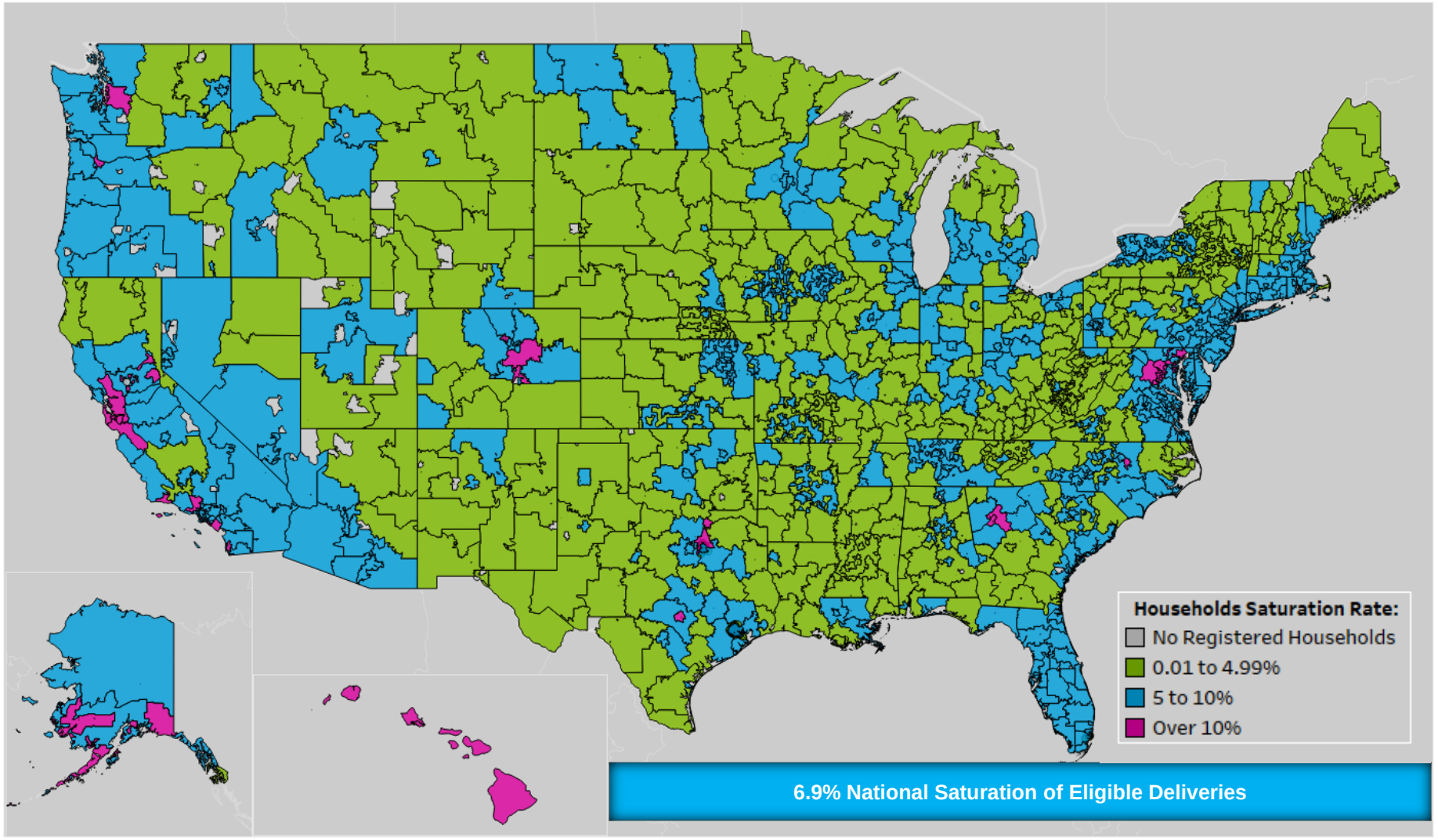
2,673
Campaigns Created

574
Brands Represented

67%
Average Email Open Rate

Registered users, households, and email-enabled users as of June 10, 2018.
Campaigns completed and brands represented as of June 4, 2018.
Average email open rate as of May 31, 2018.

UNITED STATES POSTAL SERVICE ®



April: Top Campaigns by Click to Open Rate			
Industry	**Number of Mailpieces Sent to Informed Delivery Users**	**Email Open Rate**	**Campaign Click to Open Rate**
Retail Trade	1,116	69%	11.05%
Accommodation and Food Services	957	69%	6.07%
Retail Trade	16,521	64%	5.46%

May: Top Campaigns by Click to Open Rate			
Industry	**Number of Mailpieces Sent to Informed Delivery Users**	**Email Open Rate**	**Campaign Click to Open Rate**
Retail Trade	12,313	67%	8.45%
Retail Trade	15,255	67%	6.41%
Retail Trade	5,296	62%	4.95%

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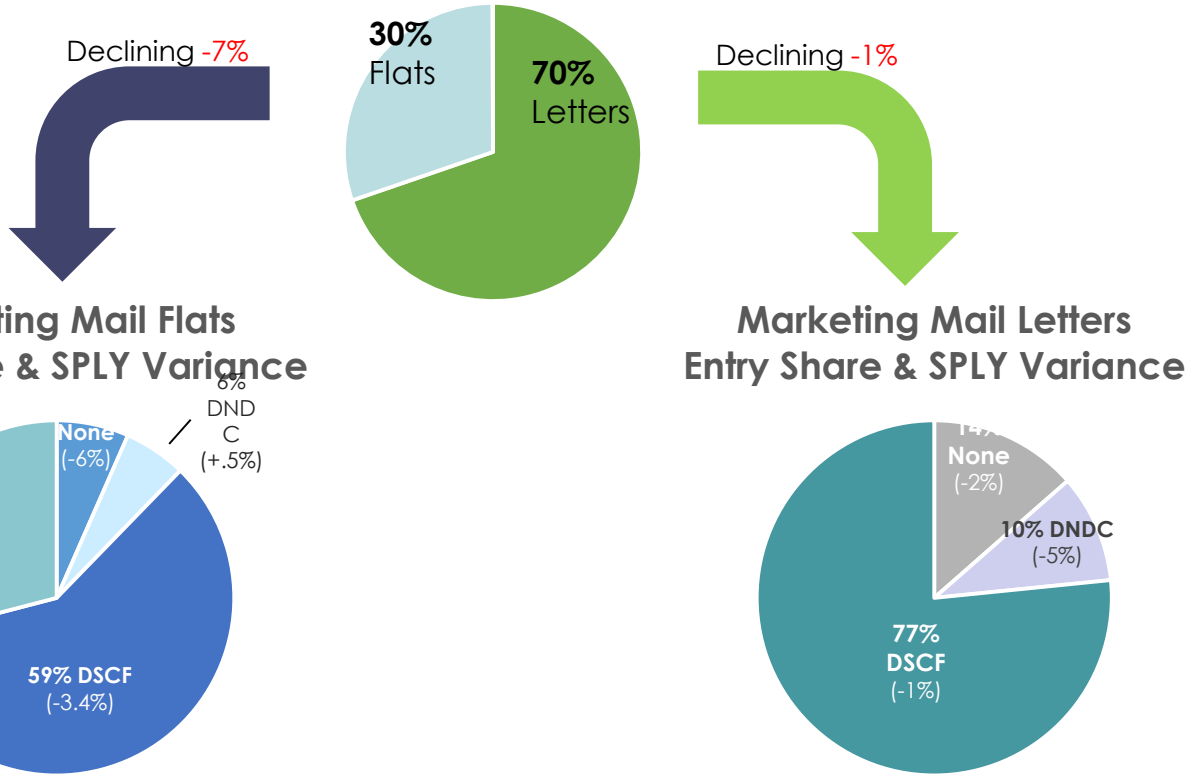
Product Management Update

MTAC
Product Innovation/Emerging Technology Focus Area
Marketing Mail
June 13, 2018

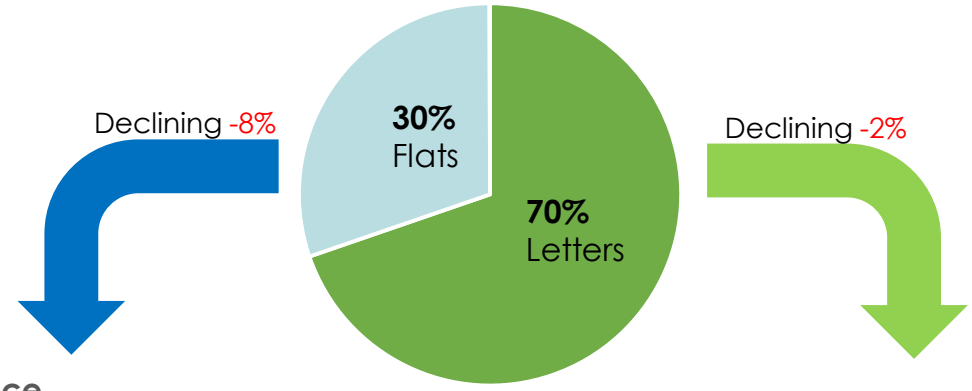
- ❑ **Industry Segment Performance & Product Trends**
- ❑ **Simplification & Other Key Initiatives**

Marketing Mail Volume by Shape

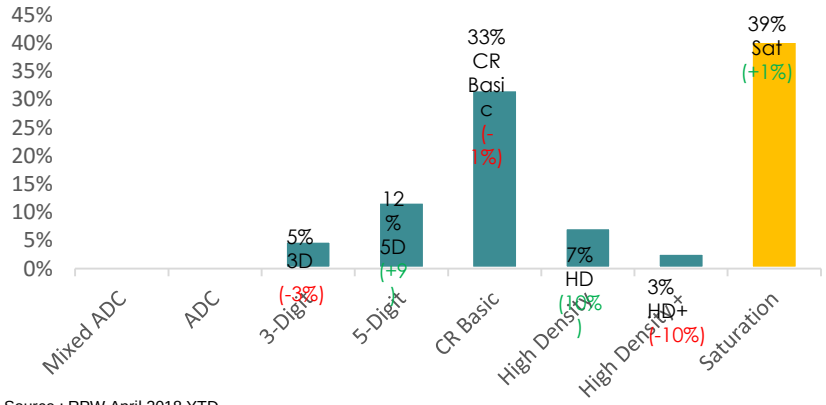


Source : RPWry April 2018 YTD

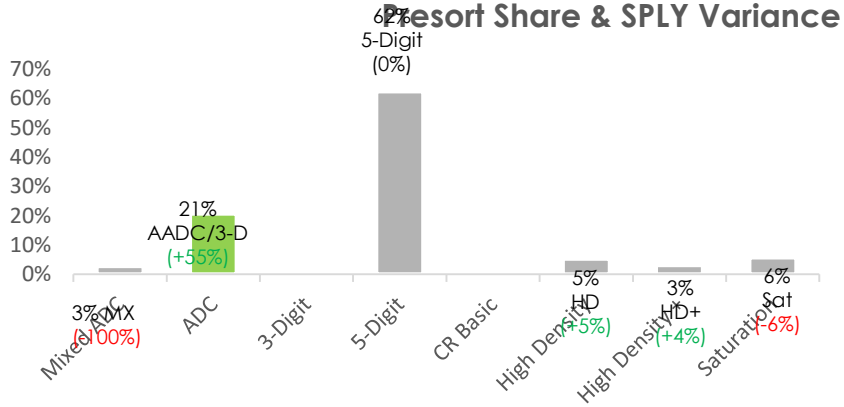
Marketing Mail Volume by Shape



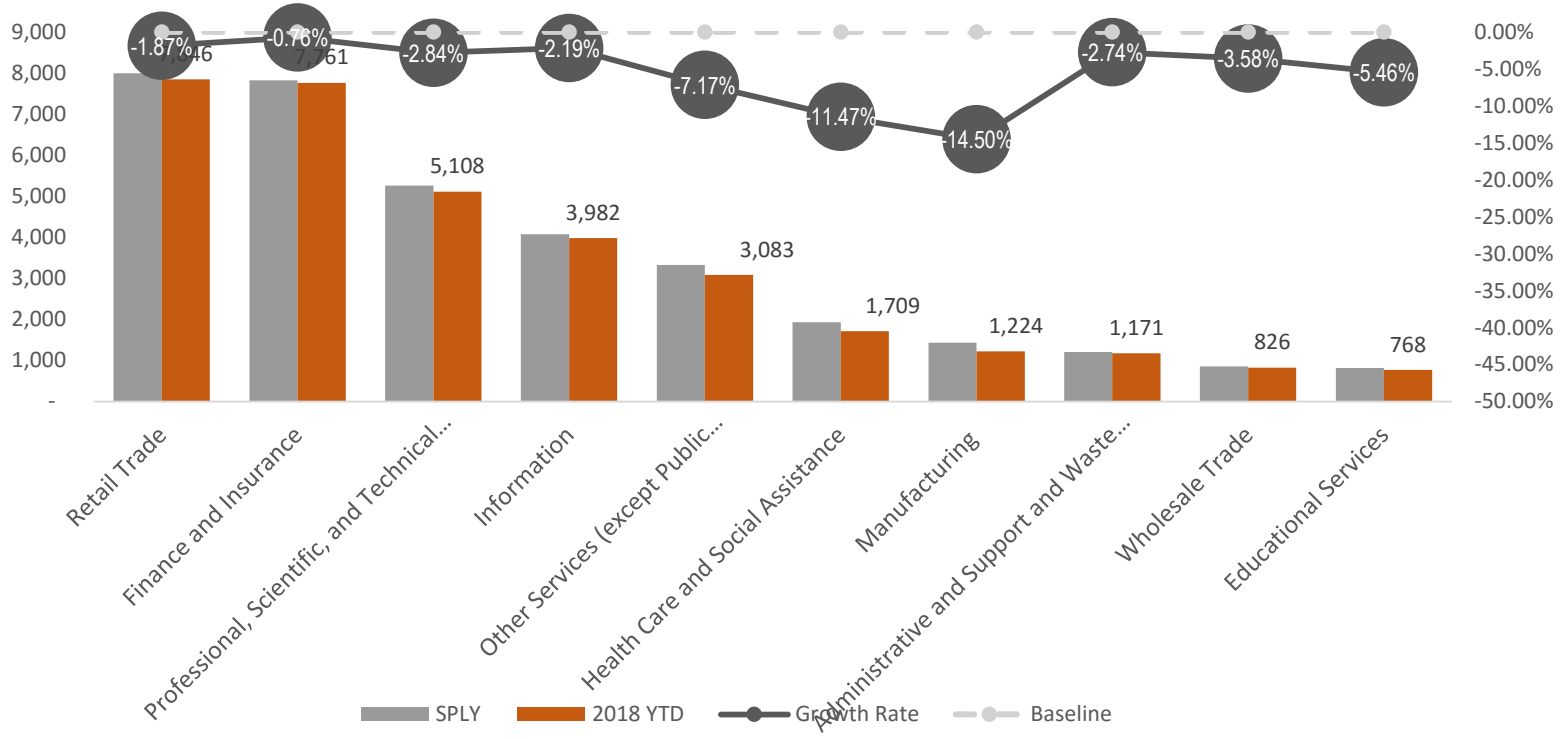
Marketing Mail Flats
Presort Share & SPLY Variance



Marketing Mail Letters
Presort Share & SPLY Variance

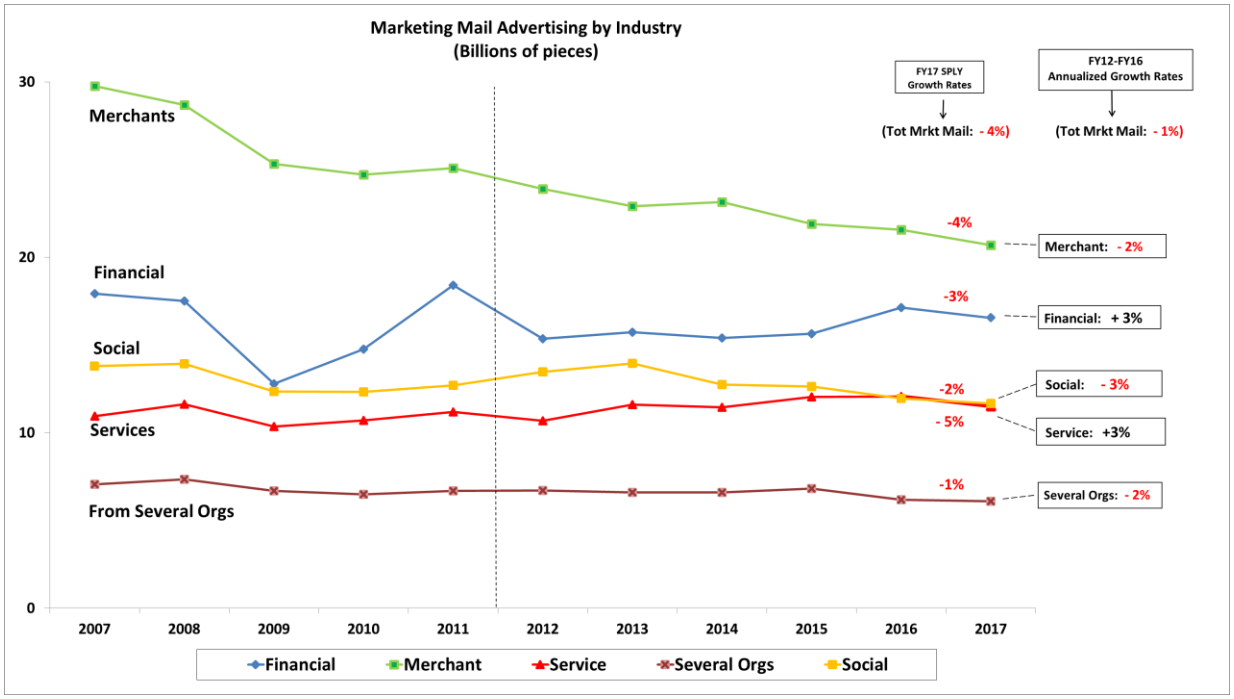


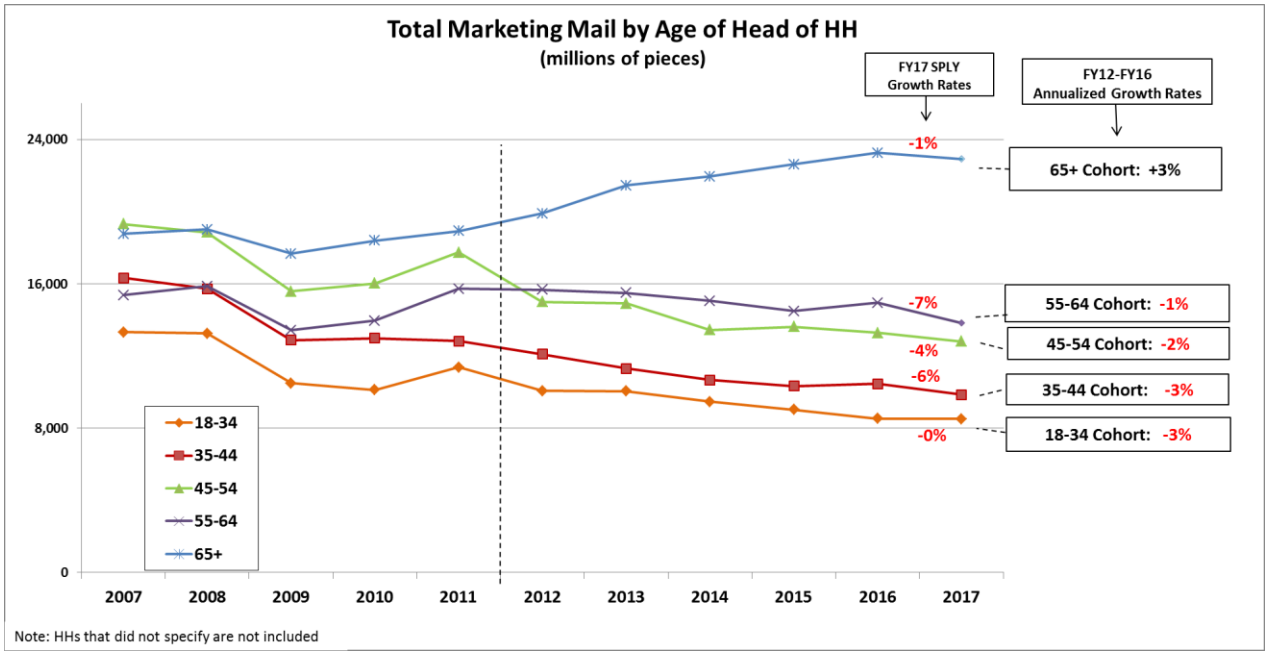
Source : RPW April 2018 YTD



Source : CDM April 2018 YTD, NAICS2

- **Study is based on a two-stage survey conducted continuously, 52 weeks/year:**
  - **Stage 1: Recruitment Questionnaire (8,500 Respondents)**
    - **Recruits 5,200 households to participate in detailed, week-long diary survey.**
  - **Stage 2: Weekly Mail Diary (5,200 Respondents):**
    - **Respondents report the quantity, content, and treatment of all mail sent and received over an entire week.**
- **Survey conducted every year since 1987.**


Marketing Mail Advertising by Industry
(Billions of pieces)
FY17 SPLY Growth Rates
(Tot Mrkt Mail: - 4%)
FY12-FY16 Annualized Growth Rates
(Tot Mrkt Mail: - 1%)
Merchants
Financial
Social
Services
From Several Orgs
-4%
-3%
-2%
- 5%
-1%
Merchant: - 2%
Financial: + 3%
Social: - 3%
Service: +3%
Several Orgs: - 2%
30
20
10
0
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
Financial
Merchant
Service
Several Orgs
Social


Total Marketing Mail by Age of Head of HH
(millions of pieces)
FY17 SPLY Growth Rates
FY12-FY16 Annualized Growth Rates
24,000
16,000
8,000
0
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
18-34
35-44
45-54
55-64
65+
-1%
-7%
-4%
-6%
-0%
65+ Cohort: +3%
55-64 Cohort: -1%
45-54 Cohort: -2%
35-44 Cohort: -3%
18-34 Cohort: -3%
Note: HHs that did not specify are not included

- Product Marketing strategy
  - Marketing Mail - hardcopy mail as integral to an omni-channel communications strategy
- Product & pricing structure
  - Incentive based pricing options
- Review and simplify product offerings
  - Flats opportunities
  - Postcard opportunities
  - Product Assessments - Picture Permit & Simple Samples
- User Group 13 –
  - Optimization opportunities for letters and flats
- Promote Political and Election Mail in 2018 mid-term elections
- Leverage Informed Delivery® to increase engagement with mail and value of the mailbox

Open Discussion

THE
BIG FIND

Shipping Products & Services Initiatives

June MTAC 2018

Karen F. Key, Director Shipping Products & Services

June 13, 2018

Agenda

- ✓ Adult Signature 18 Years or Older
- ✓ Bulk Proof of Delivery Letters
- ✓ IMD Full Acceptance
- ✓ Mapping Group E PO Boxes
- ✓ Priority Mail Express Label 11-B/F Changes
- ✓ Expedited Packaging Supplies Form Update
- ✓ Refunds and Tracking Lookup

Adult Signature 18 Years or Older Option

Current offering: Adult Signature Required/Restricted Delivery 21 or over

- Required: Delivers to a recipient who is 21 or over
- Restricted: Requires the signature of the addressee (or authorized agent) who is 21 or over

Proposal: Adult Signature Required/ Restricted Delivery 18 or over

- Leverage the existing product offering and business rules
- Add Adult Signature 18 or over to expand the product offering
- Update human readable text on IMpb

Available Products for Adult Signature:

- Priority Mail Express
- Priority Mail
- First-Class Package Service – Commercial
- Parcel Select
- Parcel Select Lightweight

Sample Adult Signature Labels

Current Adult Signature Label

Proposed Adult Signature 18 or Over Label

Proposed Adult Signature 21 or Over Label

Bulk Proof of Delivery (BPOD) Letters

Goal: Provide both consumer and commercial customers that request Proof of Delivery (POD) with the complete address of where mail was delivered.

Proof of Delivery allows customers to receive signature proof of delivery records for applicable mailpieces without requesting them individually or attaching PS Form 3811, *Domestic Return Receipt,* on each mailpiece (if applicable).

Currently, the Postal Service provides the following (via email for individual requests and PDF files for commercial mailers):

- a scanned copy of the customer's signature (when applicable)
- City, State and ZIP Code only

Letter Standardization scheduled for release **July 15, 2018**

Bulk Proof of

Current Non-Signature Letter

USPS.COM

United States Postal Service
475 L'Enfant Plaza SW
Washington, D.C. 20260-0004

January 28, 2017

Dear Customer:

The following is in response to your request for delivery information on your item with tracking number **0299 1090 8010 0226 2675**. The delivery record shows that this item was delivered on January 12, 2017 at 3:47 pm in BEAUFORT, SC 29907.

Item Details

Status:	Delivered
Event Date / Time:	January 12, 2017, 3:47 pm
Location:	BEAUFORT, SC 29907
Postal Product:	Parcel Select
Features:	USPS Tracking®
Reference 1:	02999993015002262675

Delivery Location

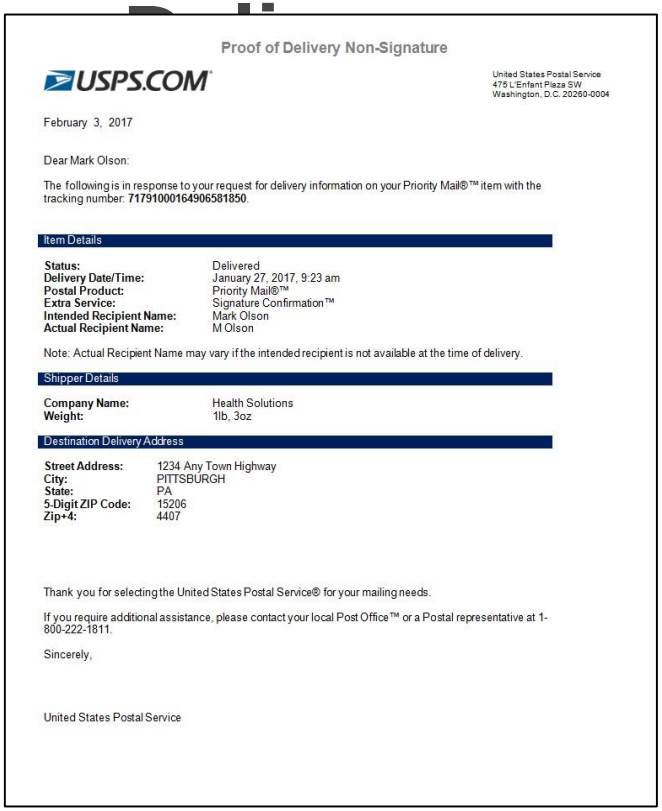
Street Address:	5 TUSCARORA AVE
City:	BEAUFORT
State:	SC
5-Digit ZIP Code:	29907

Thank you for selecting the Postal Service for your mailing needs.

If you require additional assistance, please contact your local Post Office or postal representative (USPS Customer Service: 1-800-222-1811).

Sincerely,
United States Postal Service

New Proof of Delivery Non-Signature Letter



Proof of Delivery Non-Signature

USPS.COM

United States Postal Service
475 L'Enfant Plaza SW
Washington, D.C. 20260-0004

February 3, 2017

Dear Mark Olson:

The following is in response to your request for delivery information on your Priority Mail®™ item with the tracking number: **71791000164906581850**.

Item Details

Status:	Delivered
Delivery Date/Time:	January 27, 2017, 9:23 am
Postal Product:	Priority Mail®™
Extra Service:	Signature Confirmation™
Intended Recipient Name:	Mark Olson
Actual Recipient Name:	M Olson

Note: Actual Recipient Name may vary if the intended recipient is not available at the time of delivery.

Shipper Details

Company Name:	Health Solutions
Weight:	1lb, 3oz

Destination Delivery Address

Street Address:	1234 Any Town Highway
City:	PITTSBURGH
State:	PA
5-Digit ZIP Code:	15206
Zip+4:	4407

Thank you for selecting the United States Postal Service® for your mailing needs.

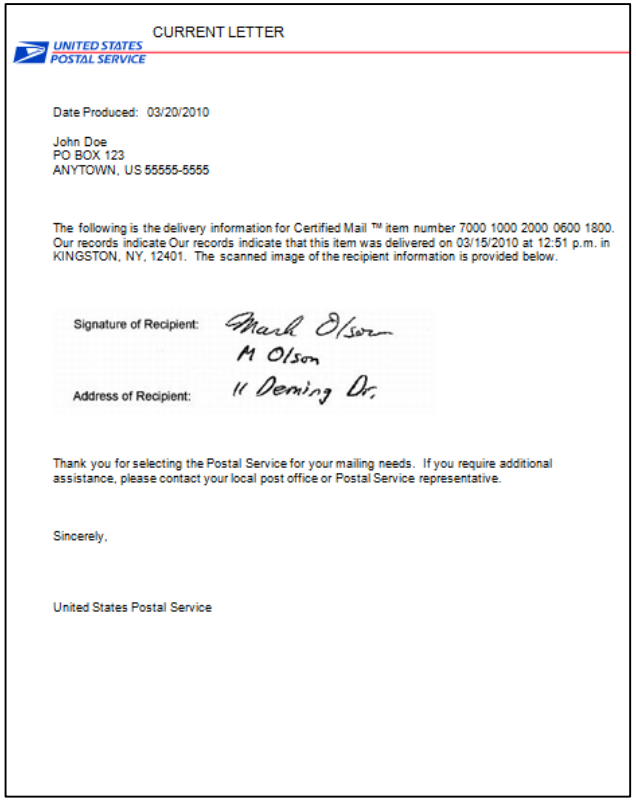
If you require additional assistance, please contact your local Post Office™ or a Postal representative at 1-800-222-1811.

Sincerely,

United States Postal Service

Bulk Proof of Delivery Letters

Current Bulk POD Signature Letter



CURRENT LETTER

UNITED STATES POSTAL SERVICE

Date Produced: 03/20/2010

John Doe
PO BOX 123
ANYTOWN, US 55555-5555

The following is the delivery information for Certified Mail ™ item number 7000 1000 2000 0600 1800. Our records indicate Our records indicate that this item was delivered on 03/15/2010 at 12:51 p.m. in KINGSTON, NY, 12401. The scanned image of the recipient information is provided below.

Signature of Recipient: Mark Olson
M Olson

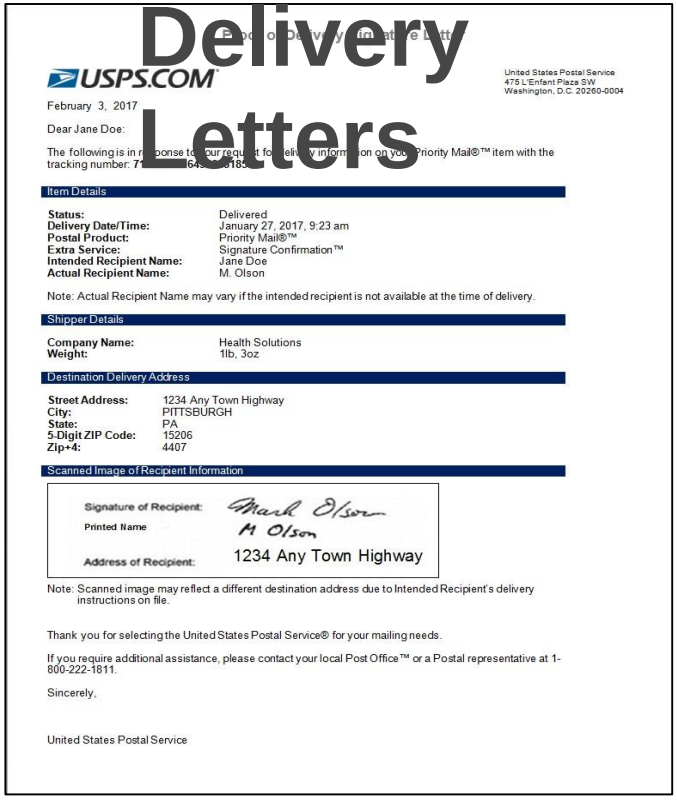
Address of Recipient: 11 Deming Dr.

Thank you for selecting the Postal Service for your mailing needs. If you require additional assistance, please contact your local post office or Postal Service representative.

Sincerely,

United States Postal Service

New Proof of Delivery Signature Letter



USPS.COM

United States Postal Service
475 L'Enfant Plaza SW
Washington, D.C. 20260-0004

February 3, 2017

Dear Jane Doe:

The following is in response to your request for delivery information on your Priority Mail®™ item with the tracking number: 71[illegible]

Item Details

Status:	Delivered
Delivery Date/Time:	January 27, 2017, 9:23 am
Postal Product:	Priority Mail®™
Extra Service:	Signature Confirmation™
Intended Recipient Name:	Jane Doe
Actual Recipient Name:	M. Olson

Note: Actual Recipient Name may vary if the intended recipient is not available at the time of delivery.

Shipper Details

Company Name:	Health Solutions
Weight:	1lb, 3oz

Destination Delivery Address

Street Address:	1234 Any Town Highway
City:	PITTSBURGH
State:	PA
5-Digit ZIP Code:	15206
Zip+4:	4407

Scanned Image of Recipient Information

Signature of Recipient: Mark Olson
Printed Name: M Olson
Address of Recipient: 1234 Any Town Highway

Note: Scanned image may reflect a different destination address due to Intended Recipient's delivery instructions on file.

Thank you for selecting the United States Postal Service® for your mailing needs.

If you require additional assistance, please contact your local Post Office™ or a Postal representative at 1-800-222-1811.

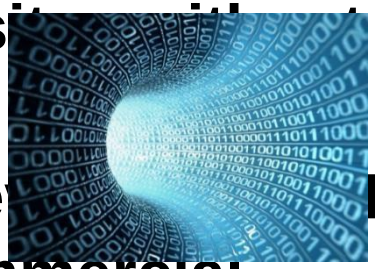
Sincerely,

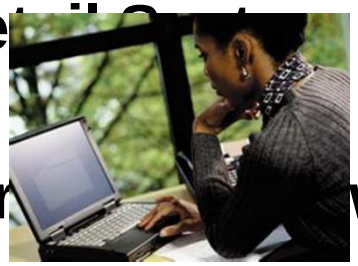
United States Postal Service

IMD Full Acceptance

“Full Acceptance” captures mailpiece data to include postage, fees, class of mail, amount of insurance coverage, etc., at the time of mailing

- **Improves visibility to products and Extra Services purchased at si[illegible] Re[illegible] Software (RSS)**
- **Aligns piece le[illegible] Extr[illegible] with all oth[illegible] USPS and Commercial**
  - **acceptance channels**
- **Enables online claims and service refunds**
  - Shipping Services File data from commercial channels
  - Data obtained at USPS RSS sites and Self-Service Kiosks (SSKs)





An Intelligent Mail Device (IMD) is a hand-held scanning device used at non-RSS Sites for “Full Acceptance” and is similar to:

IMD Full Acceptan

Phase I – September 30, 2017

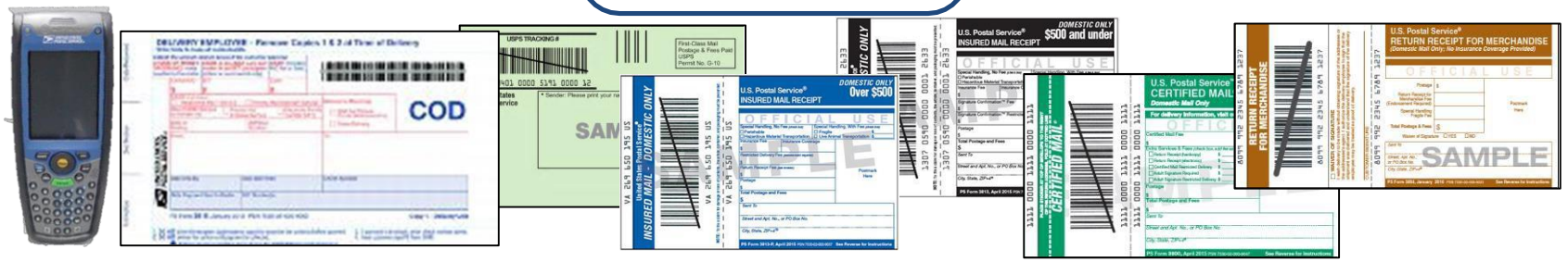
- **Mail Classes**
  - Priority Mail
  - First-Class Mail (letters and flats)
  - First-Class Package Service-Retail
- **Extra Services**
  - Insurance (over/under $500)
  - COD
  - Return Receipt (hardcopy)

Phase II – February 10, 2018

- **Mail Classes**
  - USPS Retail Ground
  - Media Mail
  - Library Mail
- **Extra Services**
  - Registered Mail Services
  - COD Hold For Pickup
  - Certified Mail Services
  - Electronic Return Receipt
  - Special Handling – Fragile
  - Signature Confirmation Services

Phase III – June 9, 2018

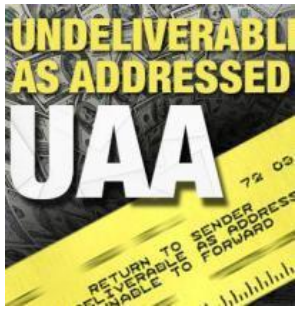
- Add Return Receipt for Merchandise
- Add COD Hold For Pickup Alert – IMD Display



Mapping Group E PO Boxes (No-Fee Post Office Box/Renewal Notice/Annual Verification)

Currently, 1.3 million Group E Post Office Boxes (POBs) are in use by USPS customers in lieu of street delivery.

- When Group E customers place orders that exclude delivery to POBs, packages shipped bear an undeliverable physical street address.
  - Packages are often returned to the sender as undeliverable as addressed (UAA).



- Mapping the Group E POB to a street address will allow packages to be reassigned to their actual Group E POB to:
  - Reduce UAA mail
  - Improve customer satisfaction

Mapping Group E PO Boxes

Implementing June 30, 2018:

- A “Group E” data file maps physical street address to associated POB.
- Unit scanning equipment uses “Group E” data file to produce audible and/or visual alerts to “hold out” packages mapped in data file.
- Packages are held aside and a delivery point label with the assigned Group E POB address is printed and affixed.
- Packages are delivered to the Group E customer’s POB address following routine procedures.
- Annually Notice 32-N, No-Fee Post Office Box Renewal Notice/Annual Verification will be required.

Priority Mail Express Label 11-B/F

Goal: Update existing label to improve the customer experience and ensure sender & recipient information is legible for accurate delivery.

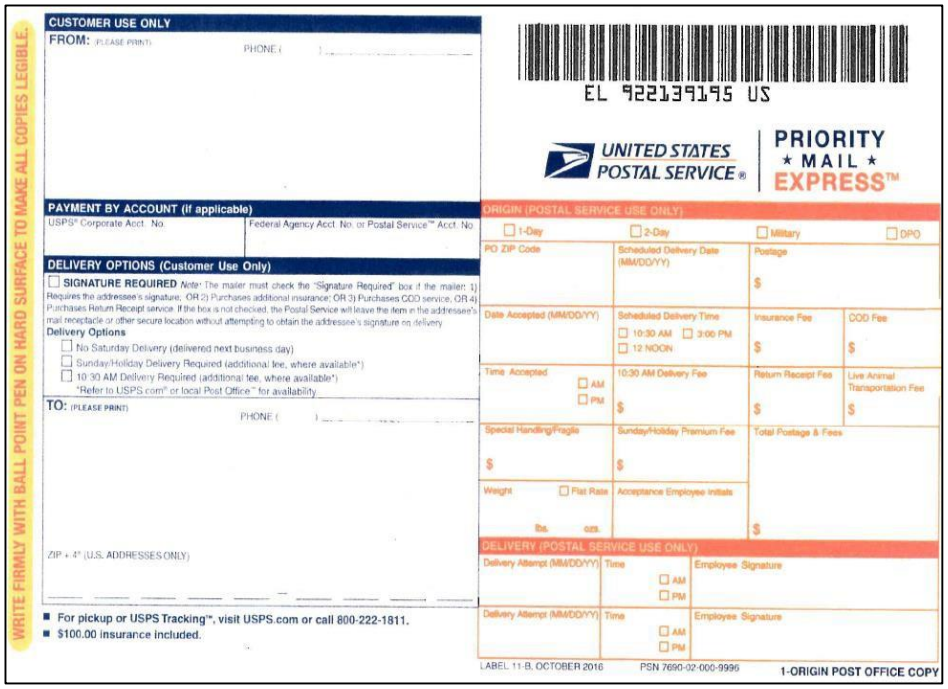
Redesigned Form Changes:

- Moved from 3-Ply to Single Ply
- Added Quick Response (QR) code for tracking
- Improved legibility of sender's & recipient's address information to reduce the number of items that are undeliverable
- Peel-off section for Corporate Account information
- Updated Claims & Refunds information

PRIORITY ★ MAIL ★ EXPRESS™

Priority Mail Express Label Changes

Current PME Label 11-B/11-F



New PME Label 11-B /11-F

UNITED STATES POSTAL SERVICE ®

Redesigned Label 11-B/F

4

Money-back Guarantee: If the mailer submits an item at a designated USPS® Priority Mail Express® acceptance location on or before the specified deposit time, the Postal Service will deliver or attempt delivery to the addressee or agent before the applicable delivery date and time. Mailer may request the addressee's signature from the addressee upon delivery of the item by checking the "signature required" box at the time of mailing. If the Postal Service does not deliver or attempt delivery by the specified time and the mailer files a valid claim for a refund, the Postal Service will refund the postage, unless an exception applies. See *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) 604.9.5.5 which is available at *pe.usps.com*.

Customer Retains This Copy

Note: The Postal Service does not offer money-back guarantee for military or DPO shipments delayed due to customs inspections or the item was destined for an APO/FPO/DPO that was closed on the intended day of delivery or the delay was caused by one of the situations in DMM 604.9.5.5. Consult USPS.com® or your local Post Office for information on delivery commitments and Priority Mail Express Military Service (PMEMS). For details, see DMM 703.2.6, which is available at *pe.usps.com*.

When a mailer submits a Priority Mail Express item requiring a signature and the Postal Service cannot deliver the item on the first attempt, the Postal Service leaves a notice for the addressee. If the addressee does not claim the item within 5 calendar days, the Postal Service returns the item to the sender at no additional charge.

Insurance coverage: The Postal Service provides insurance only in accordance with postal regulations in the DMM, which is available at *pe.usps.com*. The DMM sets forth the specific types of losses that are covered, the limitations on coverage, terms of insurance, conditions of payment, and adjudication procedures. Certain items are not insurable. The DMM consists of federal regulations, and USPS personnel are not authorized to change or waive these regulations or grant exceptions. A mailer who requires information on Priority Mail Express insurance may contact the Postal Service before submitting an item. Limitations prescribed in the DMM provide, in part, that:

1. Insurance coverage extends to the actual value of the contents at the time of mailing or the cost of repairs, not to exceed the insured limit for the item.
2. The Postal Service insures the contents of Priority Mail Express "merchandise" items (with "merchandise" defined by postal regulations) against loss, damage, or missing contents. The Postal Service includes coverage up to $100 per mailpiece at no additional charge. Additional merchandise insurance up to $5,000 per mailpiece may be available for purchase. Additional insurance for Priority Mail Express items is not available unless a signature is required.
3. The Postal Service insures "nonnegotiable documents" (as defined by postal indemnity regulations) against loss, damage, or missing contents up to $100 per mailpiece for document reconstruction, subject to additional limitations for multiple pieces lost or damaged in a single catastrophic occurrence. Document reconstruction insurance provides reimbursement for the reasonable costs incurred in reconstructing duplicates of nonnegotiable documents mailed. Document reconstruction insurance coverage above $100 per mailpiece is not available. The mailer should not attempt to purchase additional document insurance, because additional document insurance is void.
4. The Postal Service insures "negotiable items" (defined by postal regulations as items that can be converted to cash without forgery), currency, or bullion up to a maximum of $15 per mailpiece.
5. The Postal Service does not provide coverage for consequential losses due to loss, damage, or delay of Priority Mail Express items or for concealed damage, spoilage of perishable items, and articles improperly packaged or too fragile to withstand normal handling in the mail.

Coverage, terms, and limitations are subject to change. For additional limitations and terms of coverage, consult the DMM, which is available at *pe.usps.com*.

Indemnity Claims (Loss, Damaged or Missing Contents): Either the mailer or the addressee may file an indemnity claim for loss, damaged or missing contents. The claimant may submit the claim online at *usps.com*, or by mail; for more information see Publication 122, *Domestic Claims, Customer Reference Guide*. The timelines for claims are as follows: claims for loss – no sooner than 7 days but no later than 60 days after the date of mailing; claims for damage or missing contents – immediately but no later than 60 days from the date of mailing. Retain the original USPS retail receipt or eReceipt/electronic receipt for claims purposes. For claims involving damage or missing contents, also retain the article, container, and packaging for Postal Service inspection when requested.

Refund of Postage and Fees (Service Performance): If delivery of a Priority Mail Express (PME) item does not meet the scheduled delivery commitment(s), online and commercial customers may submit a refund request by visiting *USPS.com*. Retail customers may submit a refund request either online at *USPS.com* or at retail locations. Refund requests for postage must be submitted no later than 30 days from the date of mailing; Extra Services fees refund requests must be submitted no later than 60 days from the date of mailing. Each tracking number can only be submitted once for all applicable refunds. Refund requests for PME or PME with Extra Services must be combined into a single submission.

Thank you for choosing Priority Mail Express service.

Tracking: For USPS Tracking, scan the QR Code below or go to USPS.com or call 800-222-1811

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EK 193 224 916 US
Priority Mail Express tracking numbe

LABEL 11-B JULY 2018 PSN 7690-02-000-9996

Expedited Packaging Supplies Form

Two Expedited Packaging Supplies forms updated and converted to LiveCycle:

1. **PS Form 4004-SP, *Specialized Packaging Order Form***
   - Specialized program for customers with $50K in new annualized revenue
   - 16 box sizes and 5 envelopes

2. **PS Form 4004-C, *Customized Packaging Business Case***
   - For customers with $250K in new annualized revenue
   - Customized packaging sizes
   - Co-Branding available

Contact: expeditedpackaging@usps.com for program information.

Refunds and Tracking Lookup

Objective: Expedite the process for determining tracking and refund status using the Retail Systems Software (RSS) at 17,880 offices

Benefits:

- Provide tracking information at the Retail counter
- Provide Refund Status (approved, pending, paid etc..)
- Determine Refund eligibility for Priority Mail Express & Extra Service Failures
- Provide timely response to customers' inquiries
- Improve customer experience by reducing wait time in line

Where's my package??

Can I file a refund??

- Automate PS Form 3801, Standing Delivery Order
- Redelivery to Parcel Lockers
- Redelivery Apps
- QR Code
  1. Return Labels and Applications (Pickup)
  2. 30 Expedited Packaging Supplies (Pickup)
  3. Collection Boxes (PO Locator)
- ID Verification thru Scanning Government Issued Photo ID