

MTAC Focus Group Session Notes

Wednesday, Oct 3, 2018

ENTERPRISE ANALYTICS/DATA USAGE

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Enterprise Analytics and Data Usage

Session 1: FIRST CLASS

(Tate, MTAC Industry Leader)

DISCUSSION TOPICS

CASS / MASS Cycle "O"

- New DPV return codes

Change of Address – Security

- There is no way to record COA issues if they don't contact 1-800-ask-usps or the Inspection Service
- COA Customer Council
 - .01% of COA due to potential fraud
 - Conducting a deep dive on Production Print Process key initiatives
 - Moving forward with MTAC Work Group on Business COA and Hold Mail
 - Rapid Key tech added to online COA process
- ICOA – Internet COA
 - Relocation Station rollout – 2019
 - Kiosk can be brought to disaster sites
 - Kiosks are using credit card information and other standard security protocols
- UAA – User Group 5 "Sub-Group" to review "good as addressed" and conduct deep dive analytics
- PARS Processing
 - Deployed in 2006
 - IN FY2018 7.8M pieces were returned to carriers for redelivery
 - USPS identified 22.5M Nixie transactions that were redirected to COA

Secure Destruction

- Grew by 10 million pieces from FY17 to FY18
- Suggested that Industry segments require PCI compliance. Need 2nd person monitoring destruction – once audited and in compliance participation could increase – (See Action Items)
- Testing for flats
- Green & Secure – Trending upward
 - Suggested that USPS create incentive program

Geospatial mapping

- Need "real time" data – (See Action Items)
- Public can see national maps which include weather reports
- Allows users to filter various settings, which offices are closed, etc.

- Vector Analytics is now possible, e.g. hurricane zones as it relates to specific post offices and even specific employees

Corporate Reporting

- Non-Finalized Volume maps reviewed along with business rules - Visibility Gaps are heat mapped nationally, value-add for mailers
- Finalized vs Non-Finalized
 - Anything hitting DPS, FSS, ALPS that does not receive a scan is considered non-finalized
- Piece to Tray Nesting
 - Caller Services can now understand what is in a tray directly
 - Reportable through IV, in pilot phase
- Mail in Measurement
 - Industry has expressed desire for more information – 25 current reason codes
 - Hi Tech Lo Tech solutions being explored
 - User group 4 will develop the dictionary for understanding these classifications
 - Visibility of Special Services to Informed Visibility
- Full Service Mail Trend
 - 93% of commercial mail that was full service eligible was in full service
 - The trend is positive and strong
- Customer Experience
 - How does Mail Quality tie into new group – (See Action Items)

ACTION ITEMS

- Secure Destruction – Several industry segments including Insurance and Financial require PCI compliance to be able to use Secure Destruction– USPS will work with Sustainability team to document how current process aligns with PCI requirements– Jim Wilson
- Secure Destruction - it was reported that usage is low - Provide report on the percentage of eligible volume that uses Secure Destruction – Jim Wilson
- Identify stakeholders to begin effort to build out “Real Time” disaster data feed. Need to get this to the right people to implement – Kevin Bray
- Looking at connecting available data streams to provide analytics around Mail Piece Quality to coordinate with efforts around CX with Kelly Sigmon’s Customer Experience team – Isaac Cronkrite

Session 2: USPS MARKETING MAIL	(Flanagan, MTAC Industry Leader)
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DISCUSSION TOPIC

CASS/MASS Cycle “O”

- DPV Return Codes
- Split is complete (extended DPV Code set, which won’t replace or modify the existing set of DPV codes)
- Stage 1 deployment is on time (March 2019)

Change of Address – Security

- COA
 - FY2018 – 36.8 million COAs processed
 - Rapid Key Technology added
 - 0.01% of COA is due to potential fraud, but USPS still monitors this closely
 - Mainly handled through phone inquiries (46,000 calls in FY2017)
 - COA Customer Council review the COA process for continuous improvement
 - Time schedules are being adjusted to gather more Day 0 COA MVLs
 - Can COA be added to Informed Delivery – (See Action Items)
- Business COA/Hold Mail
 - New workgroup being proposed
- ICOA
 - Advertising and signage in retail locations to migrate customers
 - Kiosks are using credit card information and other standard security protocols
 - Emergency COA is used at disaster sites
- Undeliverable as Addressed
 - Subgroup has been formed to analyze Good as Addressed since August 2018
 - Searching for common root causes

Geospatial mapping

- Public can see national maps which include weather reports
- Allows users to filter various settings to see which offices are closed, etc.
- Vector Analytics is now possible, e.g. hurricane zones as it relates to specific post offices and even specific employees

Corporate Reporting

- Non-Finalized Volume Percent – Heat Map
- Mail in Measurement – can pieces that fall out of DPS be tracked – 3M Missorts – (See Action Items)
- Bundle Irregularity Reporting through IV – data to mail owner only
- Can AIS products be paid for in EPS – (See Action Items)
- Add invoice to Charge back file related to IMB – fulfillment records – (See Action Items)

ACTION ITEMS

- Looking for an update on adding a feature to the Informed Delivery app that allows customers to say they are moving — Jim Wilson
- Requested a future discussion on measurement of mail through DPS – leverage scanning to our technology to weigh 3M missorts – Isaac Cronkhite
- AIS Products – can they be paid in EPS? – Jim Wilson
- Chargeback file – added to invoice related to IMB vs Fulfillment Records – Isaac Cronkhite

Session 3: PACKAGES

(Medeiros, MTAC Industry Leader)

DISCUSSION TOPIC

Packages – Pulse of the Industry

- Delegation for Package Mail Owners in BCG
- IMpb Dashboards will be available to mail owners who meet requirements – launch was delayed
- Shipping Partner Event File
 - Improves visibility
 - Does not support static and dynamic routing
- Tracking Event Changes
 - New events provide enhanced scripting – In-Transit (NT) – time was removed
 - Added new logic to show predicted based on passage of time
- Nested EDD calculations – Start the clock on pieces nested to PMOD containers – (See Action Items)
 - We have 99Ms – item must arrive before we see contents of sack
- Visibility into PIC validations – Commercial customer issues with entering PICs – Verify Check Digit – (See Action Items)
- UAA Breakout
 - Returned/UAA – Route Causes – Use Cases need more description – Deep Dive – (See Action Items)
- Shipping Partner Name Display
 - Suppression at MID level beginning November 1, 2018
 - Will it be suppressed in Informed Delivery – Need better synchronization – Friendlier Names - (See Action Items)
- Enhancing the Visibility Platform
 - Data exchange through APIs – Pre-call with large volume parcel mailers to help formulate the issue – (See Action Items)
 - Conduct one-on-one calls with larger mailers for direct feedback – include IT – (See Action Items)
- IMpb Compliance
 - Quality measurements in place

CASS/MASS Cycle “O”

- DPV Return Codes – Changes will be implemented in 2019

Change of Address – Security

- COA Security
 - USPS High Priority – confirm identity of who submitted at a higher level of confidence
 - FY2018 – 36.8 million COAs processed
 - 0.01% of COA is due to potential fraud, but USPS still monitors this closely
 - Move Validation Letter (MVL) cut off was 2pm – moved to 2am to gather more Day 0 COA MVLs
- Business COA/Hold Mail
 - New workgroup being proposed

- Rapid Key Tech added
- Undeliverable as Addressed
 - Subgroup has been formed to analyze Good as Addressed
- PARS Processing
 - USPS automated Redirect System for Letter Mail
- Undeliverable Parcels
 - RFS Processing since 2016
 - MFS pilots taking place in 3 P&DCs for PARS and FPARS rejects and parcels

Geospatial mapping

- Public can see national maps which include weather reports
- Allows users to filter various settings to see which offices are closed, etc.
- Vector Analytics is now possible, e.g. hurricane zones as it relates to specific post offices and even specific employees

ACTION ITEMS

- Nested EDD calculations – Start the Clock on pieces nested to PMOD containers to reveal expected delivery date – Juliaann Hess
- Visibility into PIC Validations – to avoid fat fingering PICs – what additional logic can be added to verify the check digit – Juliaann Hess
- UAA – Are there root causes – Can USPS show use cases per event – more descriptive – perhaps a deeper dive per piece – Juliaann Hess
- Shipping Partner Name Display – Will it suppress in Informed Delivery – need the ability to have continuity between both MID level and ID – Friendlier Names – Juliaann Hess
- Data exchange through APIs – Pre-call with large volume parcel mailers to help formulate the issue and write an issue statement – Angelo Anagnostopoulos and John Medeiros – Juliaann Hess
- Conduct one-on-one calls with larger mailers for direct feedback on data exchange through APIs – include IT – Juliaann Hess

Session 4: PERIODICALS

(Stumbo, MTAC Industry Leader)

DISCUSSION TOPIC

CASS/MASS Cycle “O”

Change of Address – Security

- Found 19 sites that were listed as Surface Destination that should have been Air – upon correction timeliness of delivery improved by 6%
- Undeliverable as Addressed
 - Validation process –
 - Transportation modes for MVL

PS3579 Hardcopy Notices

- Full Service Periodical Mailers using Full Service ACS STID not required to pay for address correction
- Exceptions do apply
- Suppression for qualifying Full-Service mailers
- Opportunities for improved suppression
 - Valid Titles
 - Solution to accommodate one MID for many magazine titles
 - Full Service STIDs

Geospatial mapping

- Represented by Work Group 187 – Responding to National Events

Corporate Reporting

- Internal Service Measurement – began at start of FY
- Last Mile Impact (LMI) – First Class vs Periodicals
 - Periodicals -5 impact to processing score compared with -7.5 for First Class Flats
- Non-Finalized Volume %
 - Visibility Gaps are heat mapped nationally, value-add for mailers
- Bundle Irregularity Reporting through IV
 - MID on piece goes to MSP only, data delegation is necessary to share data with third parties
 - Idealliance is reviewing the business rules for Bundle Irregularity
- Last Mile Diagnostics
 - LMI: -3.4%
 - Zero in on specifics – areas and locations – commonalities – Urban and Rural breakdowns – (See Action Items)
- Mail in Measurement
 - IV-MTR to provide piece level info when mail isn't included in the service measurement
 - Hi Tech - Lo Tech solutions being explored
 - User group 4 will develop the dictionary for understanding these classifications
 - API & Regular File Feeds
- Implementing Predictive Delivery dates
 - Anticipated Delivery Dates (ADD), Expected Delivery Dates (EDD) and Predictive Delivery Dates (PCC) – PDD has no current timeline – (See Action Items)

ACTION ITEMS

- Periodicals Last Mile diagnostics – Expecting to see a public report on Urban and Rural breakdown, how scores are produced – Isaac Cronkhite
- Predictive Delivery Date timeline – Kevin Bray