

## MTAC Focus Group Session Notes

Wednesday, Nov 28, 2018

### ENTERPRISE ANALYTICS/DATA USAGE

Isaac Cronkhite, USPS VP- Enterprise Analytics  
Angelo Anagnostopoulos, MTAC Industry Leader,  
Enterprise Analytics and Data Usage

#### Session 1: 9:00 – 10:15 AM

#### DISCUSSION TOPICS

Isaac presented an overview of EA – **Visualization Tools**

**Analytics University** – How we communicate to the field – around 800 hours of training so far

Where we are going – Machine Learning – Geospatial and Visibility capability

Informed Mobility – Mobile devices in the hands of supervisors direct to the work force

Informed Facility – Using screens to convey info real time to work room floor or retail lobbies

Now, what do we do with all the data?

Predictive Analysis

Routes / Dynamic Routes

We have the capability to be flexible with route structure – we have the opportunity to layout routes and adjust delivery – We need to weigh all possibilities and adjust, we need to think ahead

#### **Equip / Engage / Empower**

We need to connect information to the bottom of the pyramid, connecting the workforce with the data

Storm assessments – Is there a way for industry to get updates to pass to their clients?

Updates on location status transmitted to industry as we utilize data internally (Carr Route impacts)

This is where we want to be – USPS sees the potential for faster dissemination of data to allow for re-directing drops. In reality it's segments of specific areas that are effected.

USPS needs to be more granular with our messaging

These are topics being discussed in Work Group 187 – API Visualizations, announcements with download capabilities

Extension of disaster file – scanner bread crumb data at the carrier route level – IV has all this data and USPS is working to share it with the industry – USPS is working to expand data the industry currently receives

We share data via Analytics University today which teaches customers how to use the data

Question: Which impacts industry the most and how can industry help?

How we share data – Geospatial data

Full visibility of the lifecycle of mail – eDoc advanced API for data sharing

Mobile APIs – will help USPS share data and industry can help by being ready to use APIs

Question: Has USPS come up with Predictive data to see “when” mail is coming?

1<sup>st</sup> mile info required to predict work load

Then USPS can share predictive delivery data

The more data industry can provide the more data USPS can analyze and share – USPS will take all the data industry can share

Question: Does USPS plan to share data with Operations to improve service standards

Isaac/Cintron – Yes, EA works with Ops to share data – Ops plans 6 months in advance and can adjust as new data is received – USPS will feed data into an API and share with ops to improve service

For USPS – API vs File Share – or both? What mechanism will USPS make available?

Will work share and advanced data be cost reductive/pricing incentives for industry if they participate?

Isaac – no work share incentives for data at this time

Question: How valuable is this data to USPS – USPS would love to work with anyone in the industry that can share advanced data to see where we can go from here – please contact USPS to discuss (Isaac Cronkhite, Steve Dearing, Kevin Bray)

### **Hard Copy Change of Address**

USPS is trying to move to internet COAs

Increase awareness / Communications

USPS be proactive when we know a customer is moving

Alternate channels – Retail Kiosks

### **Movers Guide and Rapid Key**

Rapid Key technology allows the customer to begin entering their address information and the system will auto populate as it recognizes their information

USPS has seen 50% reduction in address that cannot be confirmed since implementation

COA Security – Work Group 190 (kickoff Dec 11<sup>th</sup>)

USPS has a cross functional task force in place to evaluate COA Security

### **Secure Destruction**

Now available for First Class Flats

### **Green and Secure**

Reduce UAA and return to sender mail

### **Addressing and Geo Spatial**

During the California wildfires USPS was able to detect offices effected down to the delivery point data  
USPS could also pin point houses that exist or were destroyed to effect delivery

### **API Driver Solutions**

USPS uses file transfer – automated batch mode today – as we meet demand for seamless and real time reporting we are starting conversations with industry to ensure a seamless customer experience

### **IV MTR – API Development**

Mobile APIs off IV – enables more dynamic information for live action data

### **Election Mail**

How to connect voters – will allow voters to track their ballots via a 6 digit key code

Question: Is there a business plan for what USPS will do with this? A plan for how to sell it?

Isaac – This is an opportunity to grow mail – There's an opportunity to leverage USPS infrastructure

Question: Can USPS provide user data by mailer for who's using IV?

Kevin Bray – we currently have about 3,000 users

STIDS are already available for Election Mail users

Question: Will visibility for Election Mail apply to APO/FPOs?

Isaac – there is a ton of potential and USPS is evaluating how to move forward with how consumers can tap into what has been built – There is a new STID 779 used to track Election Mail (UOCAVA)

Question: Has USPS worked with Pricing to create a cost model to leverage EA data?

Isaac – EA has had discussions with Sharon Owens and is investigating data gaps, exceptions – There is not 100% visibility today and there are gaps in mapping employee work hours to volumes – USPS will continue to track data to close those gaps

Question: Does USPS plan to sunset PTR – what are the differences and correlation between IV MTR & PTR for the USPS Package Platform?

USPS is not sun setting PTR – USPS is looking at data in a capability perspective  
IV will enrich data and provision to other systems – USPS envisions long term possibility for providing package platform via IV but today IV is mail driven

## **ACTION ITEMS**

- Provide IV user data by mailer role and who's receiving the data - Kevin Bray
- Election Mail Tracking – APO/FPOs – opportunity to eliminate some of the hand offs – (UOCAVA) Isaac Cronkhite
- Question from Roger Franco – Issue with cross docked pallets; there is a bulk of volume that is missing the next logical delivery scan. Response – Steve Dearing is running analysis
- Question presented via email from Todd Black: Why are there no additional scans after “Out for Delivery” scan? Kevin McAdams reached out to Isaac who responded his team is researching the email. Kevin said that by next MTAC the “Out for Delivery” scan will be improved. (Changed?) Response – Steve Dearing is researching the issue