Mailers Technical Advisory Committee (MTAC)

AIM Meetings
Spring 2019

Postmaster General's Mailers Technical Advisory Committee (MTAC)

"Our partnership with MTAC is incredibly valuable. It has endured for more than 50 years because it enables the Postal Service and the mailing industry to work better together, & enables us to grow stronger together." – PMG Megan Brennan

As a member of MTAC you will:

- Network with mailing industry professionals

- Work collectively with postal leadership

- Grow professionally & expand your knowledge

Industry	*U. S. Postal Service*
Wanda Senne **Industry Chair (2018-2019)** DHL eCommerce	**Steve Monteith** **Postal Chair** Vice President, Marketing
Bob Schimek **Industry Vice Chair & Treasurer (2020-2021)**	**Judy de Torok** **Postal Co-Vice Chair** Manager, Industry Engagement & Outreach Marketing
Erv Drewek **Immediate Past Chair (2016-2017)** Freedom Graphic Systems	**Tom Hughes** **Postal Co-Vice Chair** Manager, Business Customer Support & Service Sales
MAILERS TECHNICAL ADVISORY COMMITTEE UNITED STATES POSTAL SERVICE ®	**Lindsey Taylor** **Program Manager/Secretary** Manager, Industry Engagement Strategy Marketing

Industry Leaders		Postal Service
Classes of Mail	**Focus Areas**	
First-Class Mail	**Payment & Acceptance, & Education**	
Mike Tate *American Bankers Association* Bank of America	**Lisa Wurman** *Gravure Association of the Americas* Quad/Graphics Inc.	**Marc McCrery** A/VP, Mail Entry & Payment Technology
Periodicals	**Enterprise Analytics & Data Usage**	
Randy Stumbo *Gravure Association of the Americas* Meredith Corp.	**Angelo Anagnostopoulos** *Edison Electric Institute* GrayHair Software Inc.	**Jeff Johnson** A/VP, Enterprise Analytics
Marketing Mail	**Mail Preparation, Entry, & Operations**	
Rose Flanagan *Direct Gardening Association* Data-Mail Inc.	**Bob Rosser** *Association for Postal Commerce (PostCom)* IWCO Direct	**Robert Cintron** VP, Network Operations
Package Services	**Emerging Technology & Product Innovation**	
John Medeiros *Parcel Shippers Association* DHL Global Mail	**Steve Colella** *Idealliance* The Calmark Group	**Gary Reblin** VP, Product Innovation

MTAC Focus Group Impact

- **Isaac Cronkhite** named Chief Human Resources Officer (CHRO) and Executive Vice President (Acting). Jeff Williamson, prior CHRO returned to the private sector.

- **Jeff Johnson**, Vice President, Information Technology named Vice President, Enterprise Analytics (Acting).

- **Pritha Mehra**, Vice President, Mail Entry and Payment Technology, named Vice President, Information Technology (Acting).

- **Marc McCrery**, Director, Delivery and Retail Technology, named Vice President, Mail Entry and Payment Technology (Acting).

General Assembly

- Each Quarter, Tuesday Afternoon

- PMG and Executive Leadership Team member updates

- Market Research and Insights

- Industry and USPS MTAC Work Groups Report Out

- Special Guest Speaker on Industry Trends

MTAC User Group Structure

#2 -   eVS/Product Tracking System   .   .   *(Monthly)*

#3 -   FAST & eInduction   .   .   .   *(Bi-weekly)*

#4 -   Informed Visibility (previously IMb Tracing)   *(Weekly)*

#5 -   Addressing (Technology & Business Strategy)   *(Bi-weekly)*

#8 -   USPS Promotions .   .   .   .   *(Monthly)*

#9 -   Presort Reference Data .   .   .   *(Monthly)*

#11-   Mail Systems and Acceptance   .   .   *(Bi-weekly)*

#12-   Informed Delivery   .   .   *(Bi-weekly)*

#13-   Operational Optimization   .   .   *(Weekly)*

Task Teams

New

- TT 26 - Business Customer Gateway Pilot (starts April 1)

In Progress

- TT 27 - FRN: Marketing Mail Content Standards

Just Closed

- TT 25 - Mail Quality Data via Informed Visibility

  - Industry Leader: Kevin Elkin
  - Postal Leaders: Charles Brown III
  - Sponsors: Pritha Mehra, Bob Schimek

The New Business Customer Gateway

USPS**BCG**   Mailing   Shipping   Help   Alerts   Pending Requests   Manage Account

Welcome, John Smith   20491384 ABC Company 1 Main Street New York City, NY 10001

Account Overview

Switch to EPS #   Permit #

$49,890.00   **$1,450.74**
Current Trust Balance   Pending Transactions

Next Permit Fee Due: $145.00 due 01/23/18

View PostalOne! Fee Calendar >
View Full EPS Balance Details >

Mailer Scorecard

June 2017   Attention Required

! **Full Service**   ! MID Piece Errors   2.87%
✓ **Seamless**   ! STID Errors   2.95%
✓ **Move Update**   ! By/For Errors   3.24%
— eInduction

See all Errors >

Favorite Services

Dashboard
Electronic Data Exchange
eVS
Mailer ID
Mailing Reports
Online Enrollment
Postal Wizard

Edit Favorites >

Most Recent Mailings   Pending ∨   01/03/18

Submission Date	Job ID	Mailing Group ID	PO of Mailing	Mailers Mailing Date	Mail Class	Statement Status	Permit/USPS #	Postage Statement ID	Postage	# of Pieces
04/04/2017	MANUAL	1101433	62269	04/04/2017	Emi	INC	PI 333	P01704041118223	$0.00	825
04/04/2017	JP081245	1102852	63108	04/04/2017	Pmr	UPO	PI103	P01704041118223	$1,566.21	1000
04/04/2017	MANUAL	54545555	90210	04/04/2017	SN	FIN	MT454	P01704041118223	$295.22	12

+ Load More

All Mailings >

Promotions

NOW–JUL 31   MAR 1–AUG 31   AUG 1–DEC 31

DIRECT MAIL STARTER   **VR TO DIGITAL DIRECT MAIL**   **MAIL SHOPPING**
New to the wonders of direct mail?   Get discounted postage on   Get discounted postage on
Get 5% off postage on up to   all VR-capable mail sent between   mobile-enabled mail sent between

Mission Statement

- To collect and review information that will provide clarity to the Advanced Notice of Rule Making Federal Register Notice, Vol. 83, No. 164, August 23, 2018.

Desired Results

- Provide a more targeted focus of potentially impacted mailpieces, including clarification with more specific information, identifying which mail pieces may be impacted and/or are creating processing issues.

- After completion of Task Team 27, an MTAC approved Workgroup(s) and/or Task Team will be created seeking wider industry participation to focus areas including reviewing specific Marketing Mail design characteristics highlighted in comments.

Purpose and Scope

Issue:

- Scorecard contained truncated data.
- Need for streamlined availability of full data for problem resolution and continuous improvement.
- Previously handled by a limited, manual process.

Resources:

IV-MTR Help Desk is 1-800-238-3150, Option #2

URL for PostalPro:

https://postalpro.usps.com/mailing/mqd

New Work Groups

- **WG 190 – Business Customer Change of Address/ Hold Mail (COAH)**

  - Industry Leader: Rick Marino, Alvin Serrano
  - Postal Leaders: Star Blackwood, Lynn Hallett
  - Sponsors: Marc McCrery, Angelo Anagnostopoulos

- **WG 191 – Informed Address**

  - Industry Leader: Katherine Versteegh
  - Postal Leaders: Bob Dixon, Ni-Kwashi Aryeetey
  - Sponsors: Scott Bombaugh, Marc McCrery, Kevin McAdams, Gary Reblin, Steve Colella

Mission:

To review the needs, features, capabilities and provide recommended improvements for Change of Address and hold mail processes for business customers

Work to Date:

- Team is working on recommendations to improve processes for large organizations w/ multiple facilities

- Workgroup issued survey monkey to industry asking questions about COA

- Received recommendations to Enhance Customer Experience and Security
  - Businesses have a need to ensure their mail and information is protected
  - Create secure and streamlined processes using automated solutions
  - The focus is on: Education; Risk Management; Communication

Mission:
Informed Address technology to provide groundwork for many new USPS applications.

The Informed Address (IA) technology will…
…substitute a consumer's physical address with a unique code, providing greater value to mailers through several IA-powered applications while maintaining consumer privacy

Current State

Jane Doe
701 Main St, Apt. 34
Arlington, VA 22005

Illustrative
- - - ➤

Future State

Preferred Postal Customer
99*01 CJNXZMPKYY 34
Arlington, VA 22005

This technology will enable USPS to…
…implement a number of new applications, including **Targeted Offers Powered by IA**

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Work Groups In-Progress

- **WG 182 – Package Platform Vision for Mail Acceptance and Payment**

- **WG 184 - Customer Identity Management**

- **WG 186 - Business Approach to Address Characteristic Indicators**

Mission:

To review user stories for payment and acceptance services for commercial packages.

Manifest and Package Entry   **Enroute Processing and Sampling**   **Verification**   **Postage Collection**

Package Platform Journey Map

Work Groups In-Progress

- **WG 184 - Customer Identity Management**

  - *Mission: To explore option of combining MIDs and CRIDs for package and letter mailers.*

- **WG 186 - Business Approach to Address Characteristic Indicators**

  - *Mission: Working to identify specific reason codes definitions so address management industry partners can understand why mail cannot be delivered to a specific address*

Mission Accomplished!

Recognized at February MTAC:

- **WG173:** Payment Modernization

- **WG185:** IMpb Compliance Address Quality Threshold

- **WG187:** Improvements to Disaster Reporting

- **WG188:** Grow Mail Volume by Expanding Mail Machinability Standards

Closed Work Groups

WG 173: Payment Modernization

- Industry Leader: Michelle Hilston, John Whittington
- Postal Leader: Bill Craig
- Sponsors: Pritha Mehra, Angelo Anagnostopoulos

Closed Work Groups

WG 185: IMpb Compliance Address Quality Threshold

- Industry Leader: John Medeiros

- Postal Leader: Juliaann Hess/Stephanie Thompson

- Sponsors: Isaac Cronkhite, John Medeiros

Closed Work Groups

WG 187: Improvements to Disaster Reporting

- Industry Leader: Tom Glassman
- Postal Leader: Dale Kennedy, Jim Wilson
- Sponsors: Isaac Cronkhite, Jim Wilson, Angelo Anagnostpoulos

Closed Work Groups

WG 188: Grow Mail Volume by Expanding Letter Mail Machinability Standards

- Industry Leader: Kurt Ruppel
- Postal Leader: Chuck Tricamo
- Sponsors: Steve Monteith

Trailing Edge Die-Cut (TED-C)

- Template issued September 26
  - Will be published on PostalPro

- Postal Service considering final adjustments to rules/standards
  - Expect Customer Support Ruling (CSR) this spring

- <u>New</u> designs should continue to be submitted to the Pricing Classification Service Center for approval

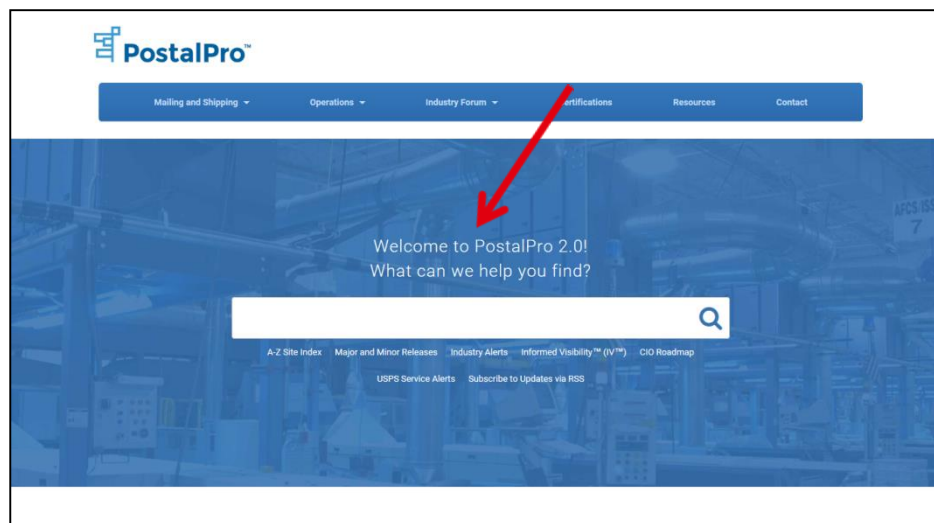# 2019 MTAC Meeting Dates

- February 26 - 28, 2019
- June 18 - 20, 2019
- August 27 - 29, 2019
- October 29 - 31, 2019

Postal Pro:
https://postalpro.usps.com

Contact an MTAC Association Executive if you would like to attend as a guest or send an email to IndustryFeedback@usps.gov

Always Recruiting

- MTAC is Growing

- Two New Associations Coming on Board

- Get Involved!

UNITED STATES POSTAL SERVICE

NPF: May 5-8, 2019

- Indiana Convention Center and JW Marriott Downtown Indianapolis

- 4,000+ Attendees; 100+ Exhibitors

- 4 Days of Education and Networking

- Entire spectrum of mailing shipping supply chain present

- Theme: Growth Driven: Fueling your Mailing and Shipping Success

NPF NATIONAL POSTAL FORUM

Growth Driven
Fueling your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

PROGRAM HIGHLIGHTS

- PMG Keynote Address and CCMO General Session

- National Meeting of Areas Inspiring Mail Focus Groups

- PCC Opening Session

- Workshops

- NPF Welcome and Area Receptions

- Officer Led Sessions

- Certifications

- Exhibit Hall

- Partnership Luncheon & Award Ceremony

Growth Driven
Fueling your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

Workshop Tracks

1. Informed Visibility: Real Time, Real Data

2. The Evolution of Delivery: From Mailbox to Mail "Inbox"

3. Mail Operations: Fulfilling the Needs of Your Customers

4. eCommerce: Steps to Shipping Success

5. Pushing the Envelope: Why Mail Works

6. Leadership & Professional Development: Characteristics of Success

Growth Driven
Fueling your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

UNITED STATES POSTAL SERVICE

Networking and Business Opportunities

NPF ATTENDEE PROFILE

BY INDUSTRY
Mail Services - 26% | Non-Profit - 19% | Government - 19% | College or University - 19% | Direct Mail - 18% | Fulfillment - 10% | Financial Services - 14% | Association - 4%

BY JOB RESPONSIBILITY
Mail Services/ Management- 41% | Operations/Manufacturing/Production - 15% | Sales & Marketing - 13% | Client Services/Postal Relations - 7% | Consulting - 6% | Information Technology - 5% | Administration - 5% | Logistics - 3%

Growth Driven

Fueling your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

NPF NATIONAL POSTAL FORUM

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Registration Discounts

MTAC Members Discount

- 50% off registration fee

- MTAC members receive code through MTAC feedback email

- Visit www.npf.org to register

MTAC@usps.gov

May 5-8, 2019 | Indianapolis, IN