September 2, 2020

GREAT LAKES AREA VIRTUAL MEETING

FOREVER / USA

September 2, 2020

GREAT LAKES



OPENING REMARKS

MIKE MCINTURF Great Lakes Area Marketing Manager

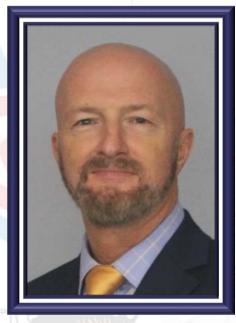
FOREVER / USA

September 2, 2020









Steve Krejcik Industry Co-Chair First-Class Mail Michelle Zalewski Industry Co-Chair Marketing Mail Phil Claiborne Industry Co-Chair Periodicals Mike McInturf Postal Co-Chair



SEAMLESS ACCEPTANCE



GREAT LAKES

Randy Workman VP, Mail Entry & Payment Technologies (A), USPS



Mark Kolb VP, United Mailing Services



Lisa Wurman Manager, Postal Affairs, Quad

Foundation of Seamless Acceptance

Full Service	Move Update	eInduction	Seamless Acceptance
Qualification for Full Service Discount eDoc verification	 Compliance with address hygiene rules COA verification 	 Payment at container level Qualification for entry/zone discount claimed Container & drop verification 	 Payment received at piece level Qualification for rate claimed (class, presort, payment method) Mail prep verification
MID	Move Update	Payment	Nesting/Sortation
STID	EVENNO	Duplicate	Delivery Point Validation
By/For		Entry Point Discount	Undocumented
Barcode Uniqueness		Zone	Mailpiece Characteristics
Entry Facility		Misshipped	General Characteristics
Unlinked Copal			

Seamless Acceptance – How it Works

Automates Entry & Verification

Verifications performed electronically reducing complexity

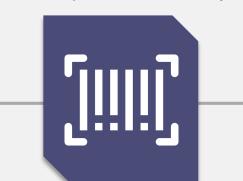




Leverages Electronic Documentation (eDoc)

Seamless mailings are submitted using eDoc Leverages Intelligent Mail Barcodes (IMbs)

The unique IMb on all containers, trays, and pieces is used to determine if the piece has been paid for and paid for correctly





Leverages Sampling & Scanning Data

Information collected from handheld sampling devices and scans from mail processing equipment used to standardize the verification process

Seamless Acceptance Verifications & Thresholds

Sampling Verifications

General PAF

1.05



Incorrect Weight

Additional Postage Due = Total Monthly Postage Paid (eDoc Submitter) × (PAF -PAF Threshold)

Mail Characteristics PAF

1.05

- Ineligible Non-Profit
- Incorrect Process Category
- Incorrect Mail Class

Additional Postage Due=Total Monthly Postage Paid (Mail Owner) × (PAF –PAF Threshold)

.30%

Census Verifications

Delivery Point Validation



Delivery Point provided in eDoc is either invalid or contains generic zip +4 with an address that is not general delivery

Nesting Sortation MPE

 Piece Scanned is nested in a different tray or bundle than identified in eDoc

Undocumented Pieces

Piece scanned is not associated with a valid eDoc submission over the past 45 days

1.00%

Sampling Verifications

General PAF

- 1.05
- Incorrect Postage
 Incorrect Weight
- Incorrect Weight

Additional Postage Due = Total Monthly Postage Paid (eDoc Su bmitter) × (PAF –PAF Threshold)

Sampling Process

- Sampling collects piece attributes that MPE cannot
- Random Samples collected throughout the month
- 1 Container, 3 Handling Unit, 30 pieces

PAF Assessments – 3 Strike Rule

- Mailer must exceed PAF more than 3 times in a rolling 12 month period
- Mailer is assessed on the 4th month PAF is exceeded for only that months Sampling Errors
- Each PAF is evaluated separately

Mail Characteristics PAF

1.05

- Ineligible Non-Profit
- Incorrect Process Category
- Incorrect Mail Class

Additional Postage Due = Total Monthly Postage Paid (Mail O wner) × (PAF - PAF Threshold)





Census Verifications

Delivery Point Validation (DPV)



Delivery Point provided in eDoc is either invalid or contains generic zip +4 with an address that is not general delivery

- eDOC Validation
- Validates the DPV (5, 9 or 11 digit) provided in eDOC is a valid

Nesting Sortation MPE



Pieces scanned by MPE are nested in a different tray or bundle than identified in eDoc

- Scans compared to eDOC Validation
- Validates pieces were paid for at the correct rate

Associated Mailing & Printing 50 Tannery Rd, Unit #2 Branchbury NJ 08876



Undocumented Pieces



Pieces scanned by MPE are not associated to a finalized eDoc submitted within 45 days of the piece scan

- Scans compared to eDOC Validation
- Validates pieces are paid for



Fast Track Productions 9 Racing Road Indianapolis, IN 46077

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Mail Quality Data

Mail Quality Data from Informed Visibility (using IV to get scorecard error data)

The Informed Visibility[®] Mail Tracking & Reporting (IV[®]-MTR) application enables mailers to leverage key information about their mailings to manage operations, refine processes, and adjust marketing campaigns as needed. This insight allows mailers to more effectively plan and manage mailings, increasing value to their customers.

With IV[®]-MTR (<u>iv.usps.com</u>), mailers are able to receive:



- Mail tracking data for Containers, Handling Units, Bundles, and Pieces
- Mail Quality Data Identifies issues with mail preparation and documentation
- EPS Payment Transaction details
- Customizable data provisioning and data delegation, allowing you to receive the data you want, when you
 want it, and how you want it

Seamless Undocumented Resolutions

Below .1% Operational Variance*	.1 – .3% Known Undocumented**	Over .3% Combination
 The exceptions to the Undocumented piece requirement are as follows: Piece scans of IMbs that are not 20, 25, 29, or 31 digits long. Piece scans that did not associate due to the eDoc piece being nonunique. Pieces that were scanned during a PARS operation: 058-059 086 090-099 801 (FPARS) 803 (FPARS) 808-809 (FPARS) 808-809 (FPARS) Piece scans following a PARS operation that meet the following criteria: Piece scans follow a PARS operation with a Barcode ID of 93 where the MID/STID/Serial match a piece in eDoc in the previous 45 days. Pieces with a Business Reply Mail or Courtesy Reply Mail STID (050, 051, 052, 700, 703, 708). 	 Known Undocumented Categories per Pub 685 Barcoded Single-Piece volume without postage statement Barcoded Single-Piece (rejected from auto mailing or planned) without eDoc (hard copy statement) Barcoded Single-Piece with electronic postage statement (rejected from auto mailing or planned, with no piece level details) Barcoded pieces in presort mailing with hard copy statement Barcoded pieces in presort mailing with electronic postage statement (no piece level details) Pieces on Full Service Postal Wizard (inaccurate serial range identified) Barcoded pieces on Non-Full Service Postal Wizard Spoiled/shorted pieces are re-created and not re-submitted in eDoc Barcoded pieces that 3rd party applied a different barcode and eDoc does not match Barcoded pieces for mailings with Extra Services without eDoc (i.e. Certificate of Mailing, Certified Mail, etc.) PMOD (Priority Mail Open and Distribute) without eDoc Mailing is not finalized eDoc upload failure to PostalOne! Identified pieces from mailing in previous month - scan had a 93 barcode Barcodes provided in eDoc do not match barcodes printed on physical pieces 	 Operational Variance Known Undocumented Barcodes provided in eDoc do not match barcodes printed on physical pieces
*Publication 685 – Section 5-2.8.1.4	**Publication 685 Section 5-2.8.1.6	

*Publication 685 – Section 5-2.8.1.4

Known undocumented Details in Appendix



Seamless Acceptance Stats





93.42B in FY20 in Commercial Mail Volume

AREAS INSPIRING MAIL

44.21B, 47.3% in FY20 Commercial Volume on Seamless





Seamless Acceptance is a mail acceptance process that automates the entry and verification of commercial mailings

Seamless Acceptance is designed for Full-Service Mailers participating in elnduction

Seamless FRN

Federal Register Notice – Final May 2020

DMU & BMEs

S INSPIRING MAIL

- All mailers with Full-Service volume will participate in Seamless Parallel June 1, 2020
- DMUs with Full-Service eligible mail Enrollment in Seamless May 1, 2021
- BME All Full-Service mailings entered at BMEU verified using automated sampling and verification processes July 1, 2021



Seamless Concerns & Solutions

	Situation	Concern	Resolution
	Flats Seamless Sampling Weight	Environmental impact to piece weight Ride Along Enclosures electronic validation limitations	 MTAC Task Team #30 Mailers can continue to record own piece weights if currently doing so USPS Employees continue to provide piece weights at Seamless DMU's If the sampled weight is higher than eDoc weight, and eDoc shows piece contains a ride-along/enclosure, or contains multiple publications, the error will be removed if it is determined the ride-along/enclosure or multiple copies resulted in the weight error
2	Piece Wt errors logged with no impact on postage	Piece weight errors and warnings are logged for each piece that exceeds the variance threshold, regardless of the implication on postage price. This causes additional work to validate the errors even though many do not change the postage for the piece.	USPS has implemented a change to no longer report errors or warnings when Sampling identified a discrepancy in piece weight that would not change the postage for the piece. These would not have an effect on PAF calculations.
	Postage Adjustment Factor (PAF)	Long run publications with many versions which have a valid weight issue on specific versions could potentially cause an excessive assessment resulting in financial hardship.	If a mailer demonstrates all samples in error are from one Mail Owner, the Postal Service will consider recalculating the General PAF as part of a review process.

Seamless - Industry Perspective

- Have a game plan!
- Utilize the Mailer Scorecard to monitor your performance
- Multiple facilities identify level of risk
- Implementation plan and schedule does not have to be complex
- Meet with internal facility personnel and USPS on a weekly basis
- Identify processes/areas of risk
- Undocumented
 - IMb in Mail.dat and imaging file do not match
 - Hard copy statements
 - Postal Wizard statements (FS PW does not support non-sequential IMbs)
 - Single piece mail with IMbs
- There are benefits!