

Pre-MTAC Meeting

Welcome

FOCUS AREA:

Data, Technology, Addressing



**Thursday,
March 24, 2022**



Housekeeping



Please note: All phones are muted on entry to the meeting. Please unmute if you have a question or would like to speak.

Do not forget to mute when done.



You may also utilize the chat box to ask questions or voice any comments or concerns.



PPT presentation and the meeting recording will be posted to PostalPro!

Pre-MTAC Meeting

Stephen Dearing
Senior Director Business Intel and
Operations Analytics

March 24, 2022



Pre-MTAC Meeting

FOCUS AREA: DATA, TECHNOLOGY, ADDRESSING

AGENDA	
Mail In Measurement	Steve Dearing
Long Haul Pilot	Steve Dearing

Mail In Measurement

Overview of Mail in Measurement

○ Measurement Requirements –

- Mail must be Full Service with Quality eDoc data matching the physical mail
- Pieces must have both a valid Start-the-Clock and Stop-the-Clock event

○ Start-the-Clock event –

- USPS physical possession / induction of the container, such as:
 - Business Mail Entry Unit
 - Detached Mail Unit Verified Mailer Transported
 - Detached Mail Unit Verified USPS Transported
 - Drop Shipment
 - Destination Delivery Unit
- Example exclusion reasons include Long Haul, Non-Unique Physical IMcb (container barcode)

○ Stop-the-Clock event –

- USPS anticipated delivery date of the mail piece determined by the last qualifying piece scan
- Example exclusion reasons include No Piece Scan, No Unique IMb (piece barcode)

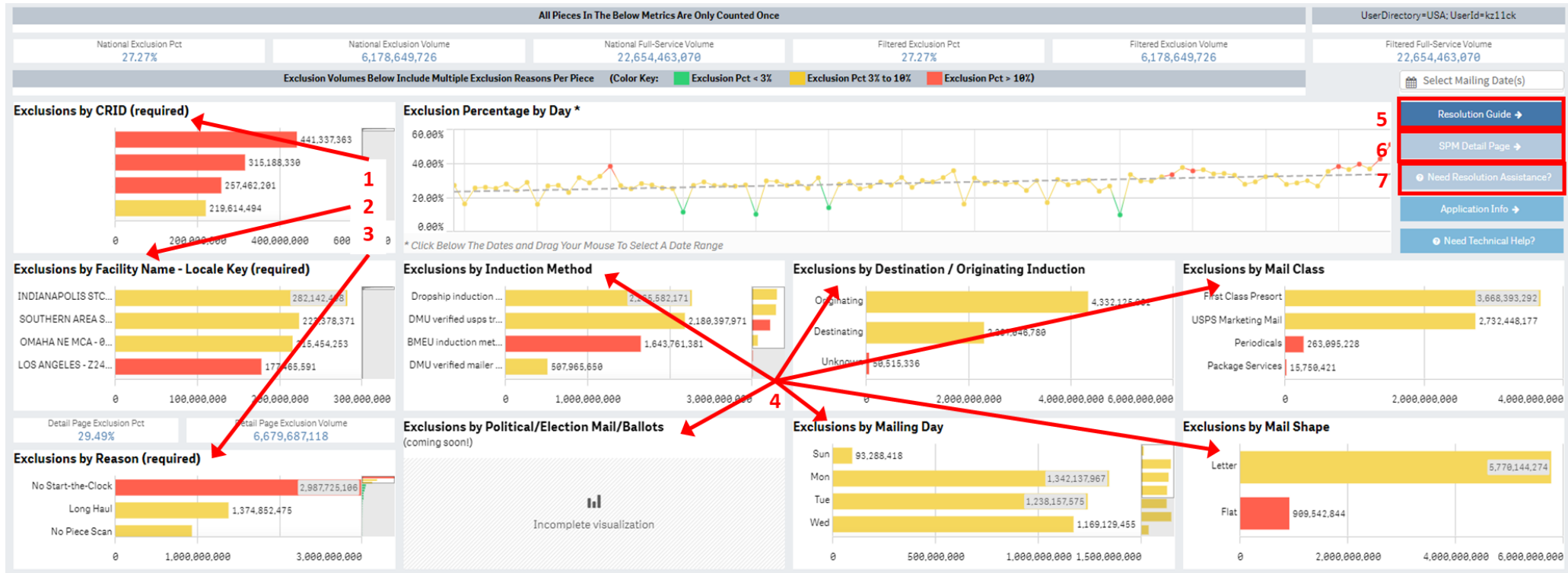
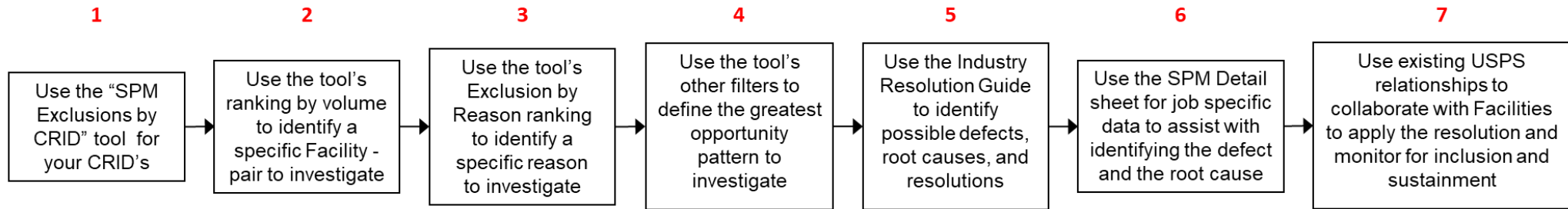
○ Back to the Basics!

Resolving Mail Excluded from Measurement

- SPM Exclusion by CRID application for use by Industry has been developed through collaboration with MTAC Workgroup 194
- The USPS has developed a robust process and support structure to assist Mailers with investigating exclusions and resolutions to get the mail into measurement
- Mailers will use the tool to identify patterns where their mail is excluded from measurement
- Mailers can use the resources connected with the tool to conduct an initial investigation into possible causes
- Mailers can also use the tool to connect with a USPS representative for collaboration with that investigation
- Application is available through the Business Customer Gateway

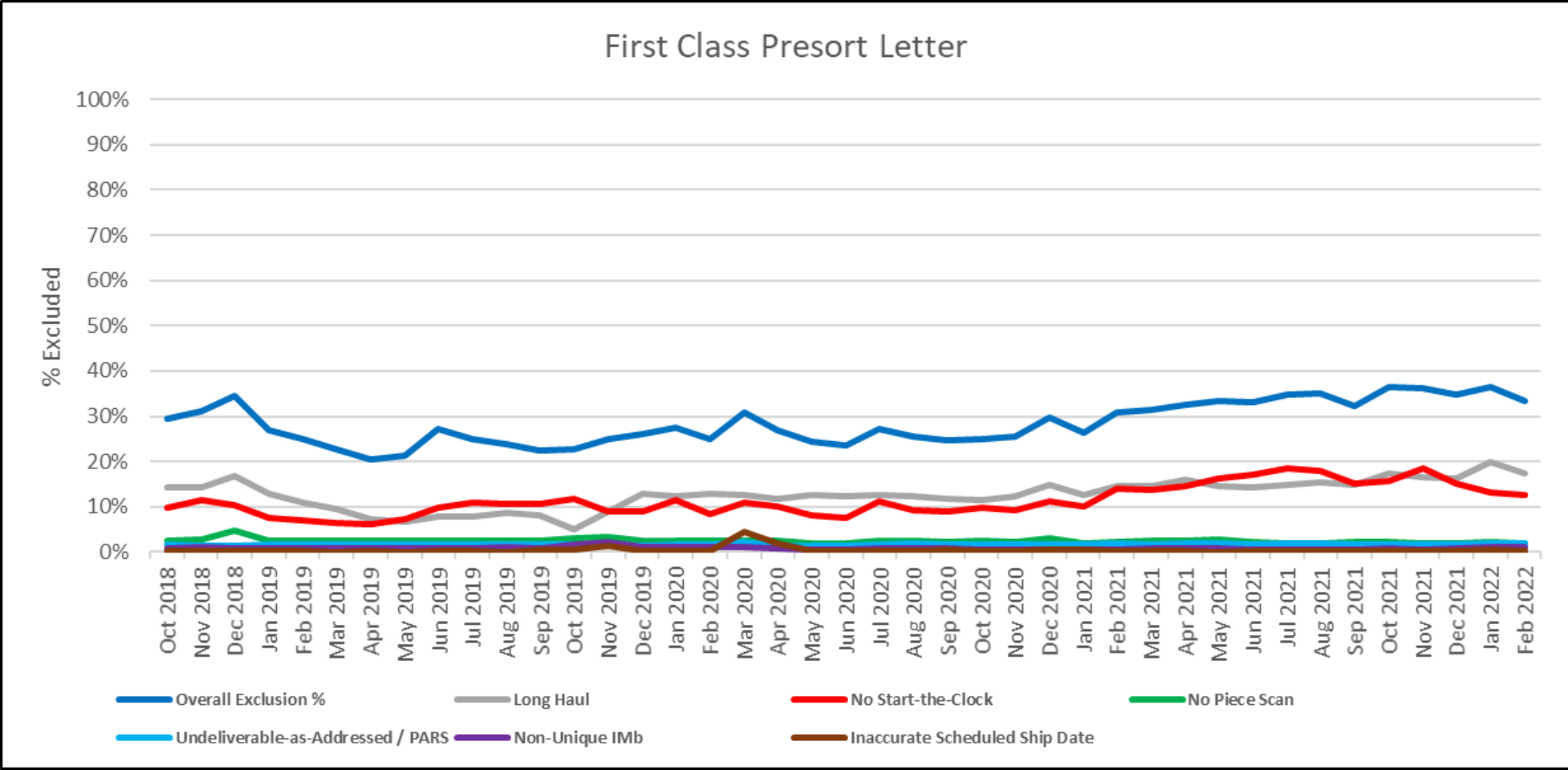
SPM Exclusion by CRID Overview

Industry Exclusion Resolution Process

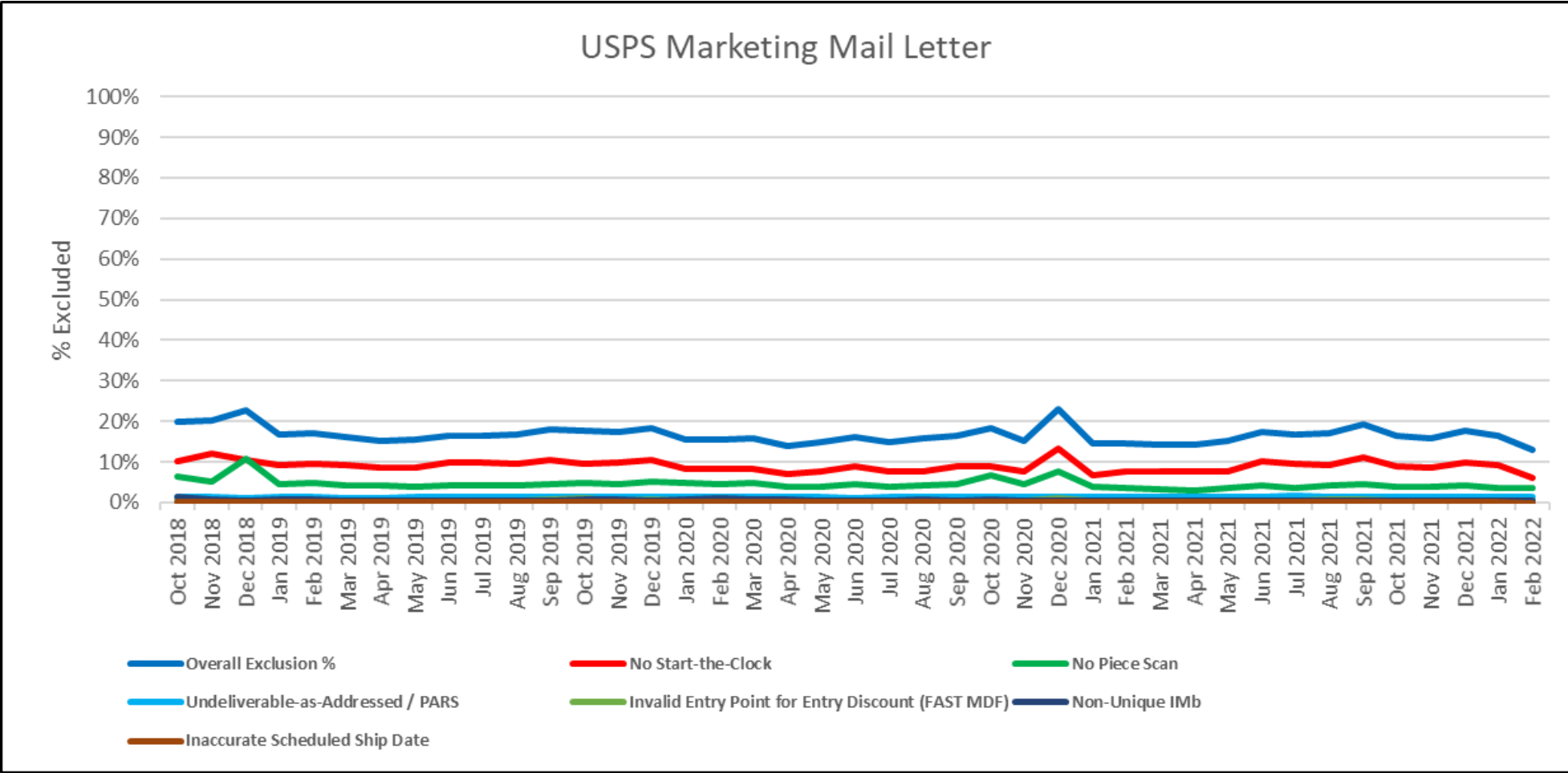


SPM Exclusions by Mail Product by Reason

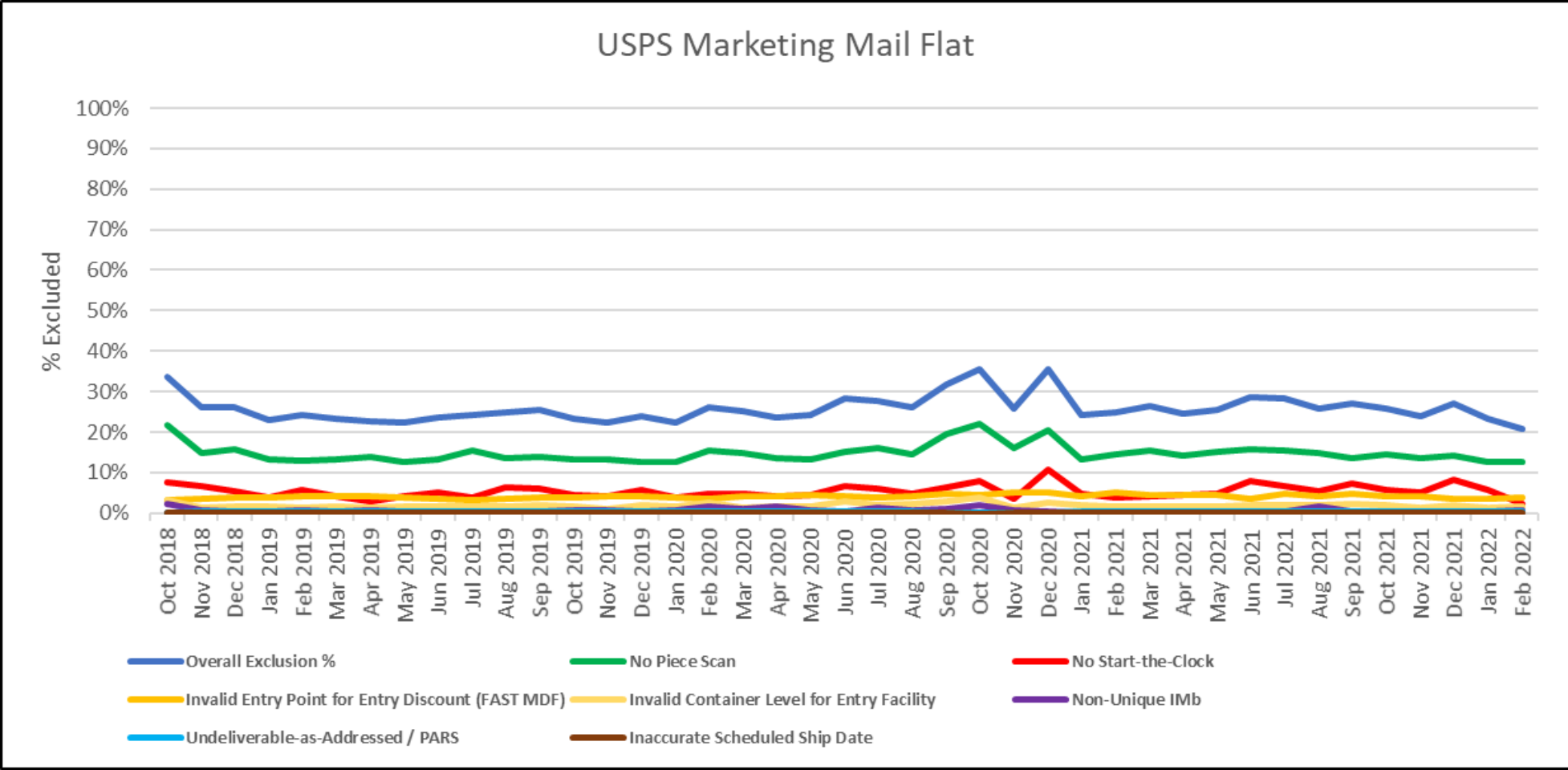
First-Class Mail Letter Exclusions by Top Reasons



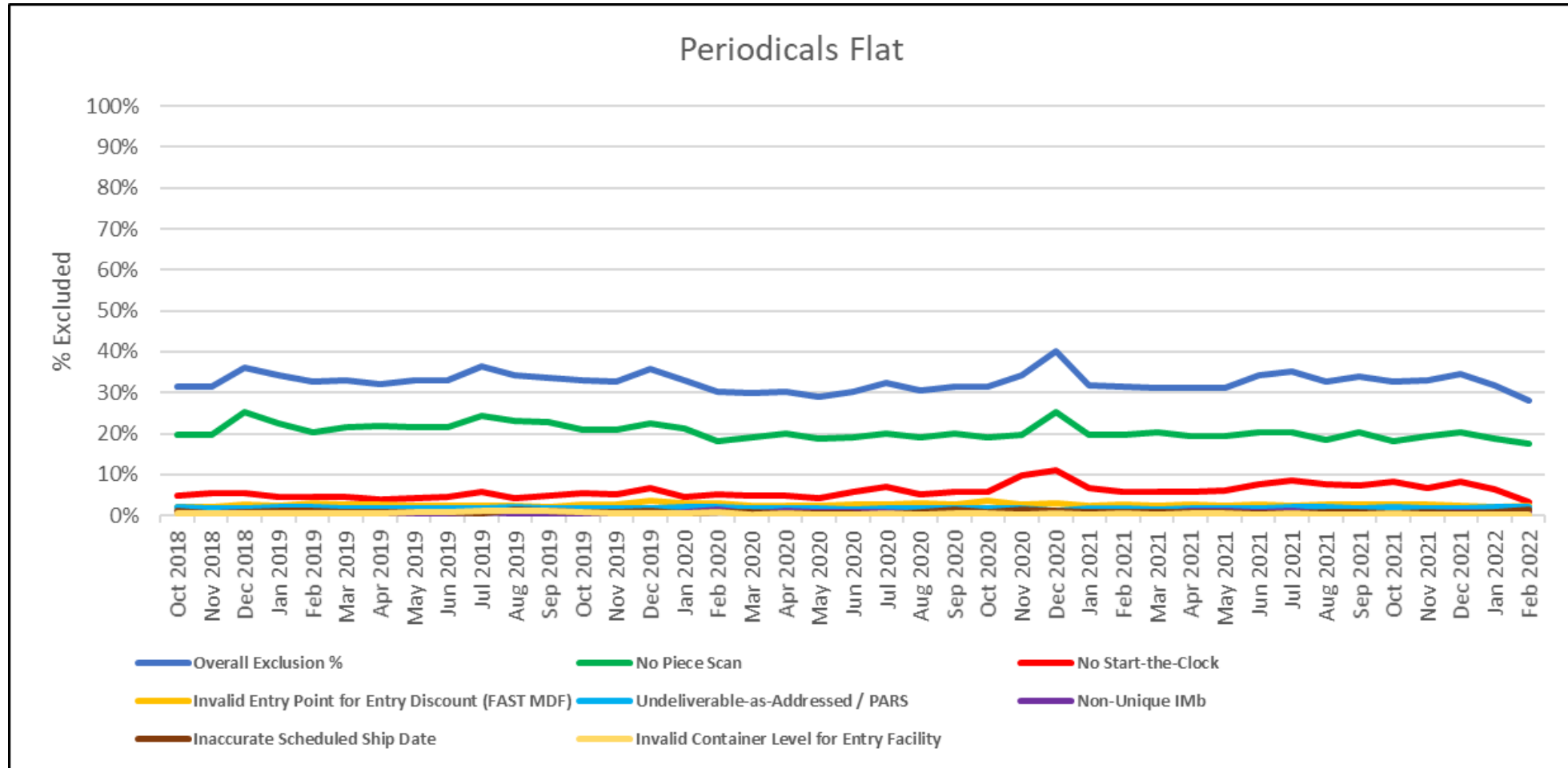
USPS Marketing Mail Letter Exclusions by Top Reasons



USPS Marketing Mail Flat Exclusions by Top Reasons



Periodical Flat Exclusions by Top Reasons



Long Haul Pilot

Long Haul Exclusion – Approach for Inclusion in Measurement

The USPS has conducted a proof-of-concept pilot at an individual Detached Mail Unit (DMU) for resolving the Long Haul exclusion from measurement.

- Established visibility for the container departure from the DMU
 - Provided SV mobile scanners to record container movement
 - Trained DMU employees on how to use the scanners and perform the required scans
- DMU employees utilized the scanners to associate containers to the USPS trailer and capture the depart event of the trip
- DMU departure is used to establish USPS possession of the mail
- Start-the-Clock date is determined using the DMU departure event vs. the establish national critical entry times (CETs)
- Service performance on the mail was successfully calculated
- Overall assessment of the process and the results was positive