# MTAC Focus Group Session Notes
## Wednesday, June 19, 2019

## <mark>PRODUCT INNOVATION & EMERGING TECHNOLOGY</mark>
### Gary Reblin, USPS VP-New Products and Innovation
### Steve Colella, MTAC Industry Leader, Emerging Technology & Product Innovation

| Session 1:  FIRST-CLASS | (Tate, MTAC Industry Leader) |
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**DISCUSSION TOPIC – Promotions**

**Earned Value Promotion** – Gary noted that this promotion was put in place with qualifying criteria to offer some incentive or reward to mailers that are using the mail but at lower volume and may not qualify for other promotions.   Hope to get at least 2/3 of the customers that signed up for it to qualify and their customers didn't divert their ad dollars to other channels.   Credits on reports will not show until the 95% Threshold has been reached at the CRID level.  There was a defect found in MSP activity reports – some MID counts are double reported on the MSP report, but not affecting individual reports

- Promotional Calendar

- Credits won't show until they reach 95%

**DISCUSSION TOPIC – Overview**

- Gary stressed the need to think of billing statement differently, calls billing statements customer learning statements.  Although If it's just for a financial transaction it's easier to do it digitally, but 37% of people surveyed said that they purchased something from an insert in a bill.

- Review of Informed Delivery Household density on heat map; concentrations on East Coast and West Coast, 11% saturation.  There were a few areas that had 15% saturation density.

- 17.2 million new users (+ 200K at time of meeting); Internet Change of Address has produced 7 million new users (over the last 20 months, and the enrollment rate is 40%.

**DISCUSSION TOPIC – Informed Delivery**

- Discussion of Informed Delivery Performance Issues.  System overload causing images not to be captured for customer emails.  Mondays not seeing images – due to volumes. Bob Dixon said there are system stabilization efforts in the works.  When these updates occur, mailers will be notified.  Another effort to address system overload are data purging measures and pagination features, eliminating scrolling through lines of data. High priority performance issues that the team is working on include the issue of Informed Delivery campaign data being duplicated when data is loaded through PostalOne!  The team is also examining the campaign portal "refresh" functionality which refreshes automatically after most user actions.  This upcoming change will refresh directly required on the screen being used.  Another high priority issue is that campaign images are being stored in memory during email processing which may cause memory overload.

Updated: 06/20/2019

**DISCUSSION TOPIC – Mail.dat Issues**

- Mail.dat issues

- Planned webinar to assist MSPs

**DISCUSSION TOPIC – Next Price Change**

- Next price change – simplification of permits

- Intelligent barcodes to automate BRM

**ACTION ITEMS:**

- Percent of mail classes for promotion (participation cap?)- Ineligible mail classes for Informed Delivery promotion. Need analytics where data getting blocked (Steve Dearing and Bob Dixon)

## Session 2:  USPS Marketing Mail                 (Flanagan, MTAC Industry Leader)

**DISCUSSION TOPIC - Promotions**

- The Informed Delivery Promotion's requirements have been posted on PostalPro.

- Tactile, Sensory and Interactive Mailpiece Engagement Promotion – as of 6/10  - 150 participants

- Emerging and Advanced Technology Promotion - currently have approved 925+ samples

- Combined Promotions – 5% over June 2017 volume

**Upcoming Promotions:**

- Personalized Color Transpromo Promotion - Personalized Color Transpromo Promotion Webinar recording posted on PostalPro.

- Mobile Shopping Promotions – common issues are the shoppiong website has pop-up windows prior to shopping, communication opt-ins are prechecked, does not include guest checkout. Mobile print technology (barcode) is printed on BRM/CRM or card – it must be placed in the marketing messaging

**DISCUSSION TOPIC – Informed Delivery**

- Review of Informed Delivery Household density on heat map; concentrations on East Coast and West Coast, 11% saturation.  There were a few areas that had 15% saturation density.

- 17.2 million new users (+ 200K at time of meeting); Internet Change of Address has produced 7 million new users (over the last 20 months), and the enrollment rate is 40%.  There are additional planned acquisition channels for Informed Delivery including Hold Mail, Tracking, Redelivery, Click-N-Ship, and PO Boxes online.

- Discussion of Informed Delivery Performance Issues:  Anita asked it the Monday issue was being addressed.  Images are not in emails, overload of system and not capturing images. Mondays not seeing images – due to volumes.  To address this, Bob said there are system stabilization efforts in the works.  When these updates occur, mailers will be notified.  Another effort to address system overload is data purging measures.

**DISCUSSION TOPIC – Mail.dat issues**

- Mail.dat only 33% are passing the validations

- Webinar to assist MSPs and mailers

**ACTION ITEMS:**

- For ID promotion, if you see 0 to 0 or 0 to 1 it is for a B2B (note for promotion) you won't get the 2% discount
- Further explanation/discussion on pricing comment about 2% increase on flats. Steve agreed to do a call with MTAC membership

## Session 3:  PACKAGES                          (Medeiros, MTAC Industry Leader)

**DISCUSSION TOPIC –** Product Management Group packages

Ravin Singh (Product Management) First-Class Mail package zone pricing implemented with January price change and volume continues to grow, still the best value for lightweight packages.  Overview of the information sharing initiative with the US Postal Inspection Service and Cyber Analytics Group. Partners when approved by their legal teams can provide their fraud data examples such as bad IP addresses, bad email addresses, incorrect or false physical addresses.  The goal is to drive down fraud; inspection service will share updates on patterns and trends, assist partners in reducing fraud.  Partners that want to participate should contact Phil Carter at RPCarter@uspis.gov

Corey Adams reviewed the action items from February MTAC that have been addressed with FAST and Facilities Database.

**DISCUSSION TOPICS**

- Product Management Package Update – Ravin Mangal
- Action Item Update – Corey Adams
- Products and services updates – Karen Key

**ACTION ITEMS**

- None

## Session 4:  PERIODICALS                                (Stumbo, MTAC Industry Leader)

 **DISCUSSION TOPIC – Privacy Laws**

Discussion of new Privacy Laws implemented by several states, e.g. California.  Discussion of how the laws apply to individual states; although we're a federal agency we are supposed to comply with federal law. Mailers should work with their legal department to determine state to state differences. Noted that may prove problematic for publications that have international subscriptions.

**DISCUSSION**

Discussion of way to implement scans on pallets to capture individual scan points for informed delivery users.  Examine the technology to capture this through the pallet scan. Will this allow mailers that are doing DDU drops to qualify for certain promotions, e.g. Informed Delivery. Discussion of bundle breakage, which has been ongoing issue.  The photo captures on the EMIR reports are sometimes after the bundles have been broken open, need to capture the image to scan the bundle label. Discussion of CBD ads in publications, is this also affected by individual state laws?  Also an issue for international subscriptions. Discussion of the percentage of THC in the product to determine legality.  Discussion of current situation with the Pricing and Classification Service Center and their bench strength.  They have been instrumental to mailers in rulings, and the "go-to" group for answers.  There is major concern from mailers on what will happen when Chuck Tricamo retires; mailers are not familiar with the rest of the group and would like to have alternate contact information to assist.

**ACTION ITEMS:**

- Clarity on CBD Ads from Tom Marshall

- Introduce members of PCSC to membership/mailers, release PCSC org chart, Chuck is building a database of difficult rulings and reasoning behind them

- Randy will engage PAG to document rulings from over time to provide to Chuck for his database

- Incenting 5-digit carrier route pallets – need operational saving information from Robert Cintron