



# News You Need to Know from the Mailers Technical Advisory Committee

December 3, 2020

Presented by: Cathy Rupard, Dina Kessler, Mark Fallon, Neal Fedderman, and Glen Swyers



You may unmute yourself and ask questions at any time, or you may use the Chat box for your questions.



PPT presentation along with the recording will be posted on Postal Pro.



Please ensure you are muted when you are not asking questions or participating with the presentation.



# MTAC and PCCAC

## **MTAC - Mailers' Technical Advisory Committee**

MTAC is a venue for the United States Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the Postal Service.

## **PCCAC - Postal Customer Council Advisory Committee**

Their role is to function as an oversight body, providing guidance on PCC best practices and bringing PCCs together for mutual gain in accomplishing the Mission.

- Mailing Address:
  - MTAC Program Manager
  - Marketing
  - US Postal Service 475 L'Enfant Plz SW
  - Washington DC 20260-4411
- Email Address: [MTAC@USPS.GOV](mailto:MTAC@USPS.GOV)
- Web Site: [postalpro.usps.com/mtac](http://postalpro.usps.com/mtac)
- PCC Email: [PCC@usps.gov](mailto:PCC@usps.gov)





## MTAC – Overview

### **Open Session:**

- Operations:, Retail & Delivery
- Financing & Pricing
- Customer Experience
- Mail Payment
- Delivery & Network

### **Focus Groups:**

- Delivery & Network Operations/Enterprise Analytics
- Mail Entry Payment Technology
- Customer Experience, Product Innovation, Marketing

### **Session Contributors**

Cathy Rupard, Neal Fedderman, Mark Fallon, Glen Swyers & Dina Kessler



# MTAC Open Session

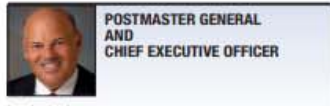


*Tuesday*

## **Postmaster General Louis DeJoy Opening Remarks**

### **Thoughts from the first 5 months**

- Congressional Appearances
- New Revenue Streams
- Five-Year Plan
- Cultivating a Winning Culture
- Focus on Mail
- Developing a Focus Group that reports to the Board of Governors
- Creating an efficient transportation schedule



Louis DeJoy

**POSTMASTER GENERAL  
AND  
CHIEF EXECUTIVE OFFICER**



**Chief Postal  
Inspector**  
Gary  
Barksdale



**VP Government  
Relations &  
Public Policy**  
Peter Pastrre



**VP Corporate  
Communications**  
Jeffery Adams



**Chief Retail &  
Delivery Officer  
& Exec. VP**  
Kristin Seaver



**Chief Logistics  
& Processing  
Operations  
Officer &  
Exec. VP**  
David Williams



**Chief Commerce  
& Business  
Solutions Officer  
& Exec. VP**  
Jacqueline Krage Strako



**Chief Technology  
Officer &  
Exec. VP**  
Scott Bombaugh



**Chief Information  
Officer &  
Exec. VP**  
Priitha Mehra



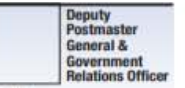
**Chief Customer  
and Marketing  
Officer &  
Exec. VP**  
Steven Monteith



**Chief Financial  
Officer &  
Exec. VP**  
Joseph Corbett



**Chief Human  
Resources  
Officer &  
Exec. VP**  
Douglas Tulino



**Deputy  
Postmaster  
General &  
Government  
Relations Officer**  
(Vacant)



**General  
Counsel  
& Exec. VP**  
Thomas Marshall



**VP Delivery  
Operations**  
Joshua Colin



**Chief Logistics  
& Processing  
Operations  
Officer &  
Exec. VP**  
Isaac Cronkhite



**VP Facilities**  
Tom Samra



**VP Engineering  
Systems**  
Linda Malone



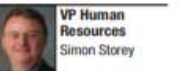
**VP Chief Information  
Security Officer**  
Gregory Crabb



**VP Customer  
Experience**  
Kelly Sigmon



**SVP Finance  
& Strategy**  
Luke Grossmann



**VP Human  
Resources**  
Simon Storey



**Judicial Officer**  
A/Alan Caramella



**VP Retail &  
Post Office  
Operations**  
Angela Curtis



**VP Processing  
& Maintenance  
Operations**  
Mike Barber



**VP Transportation  
Strategy**  
(Vacant)



**VP Enterprise  
Analytics**  
Jeffrey Johnson



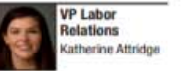
**VP Technology  
Applications**  
Marc McCreary



**VP Marketing  
Analytics**  
(Vacant)



**VP Controller**  
Cara Greene



**VP Labor  
Relations**  
Katherine Attridge



**VP Area Retail &  
Delivery Operations  
Atlantic**  
Salvatore Vacca



**VP Logistics**  
Robert Cintron



**VP Business  
Solutions**  
(Vacant)



**VP Innovative  
Business  
Technology**  
Gary Reblin



**VP Network &  
Compute  
Technology**  
A/William Koetz



**VP Sales**  
A/Christine Bailey



**VP Supply  
Management**  
Mark Guilfoil



**VP Organization  
Development**  
Jennifer Utterback



**VP Area Retail &  
Delivery Operations  
Southern**  
Timothy Costello



**VP Regional  
Processing  
Operations Eastern**  
Dane Coleman



**VP Business  
Development**  
(Vacant)



**VP Product  
Solutions**  
Thomas Foti



**VP Pricing &  
Costing**  
Sharon Owens



**VP Area Retail &  
Delivery Operations  
Central**  
Krista Finazzo



**VP Regional  
Processing  
Operations Western**  
Larry Munoz



**VP Area Retail &  
Delivery Operations  
Western Pacific**  
Gregory Graves

### USPS Leadership Team

Shading = Executive Leadership Team (12 Members)

VP - 34

USPS  
11/19/2020





POSTAL  
CUSTOMER  
COUNCIL

**USPS Leadership Forum  
November MTAC Open Session  
Logistics & Processing Update**

**David E. Williams  
Chief Logistics & Processing Officer  
and Executive Vice President**

**November 17, 2020**

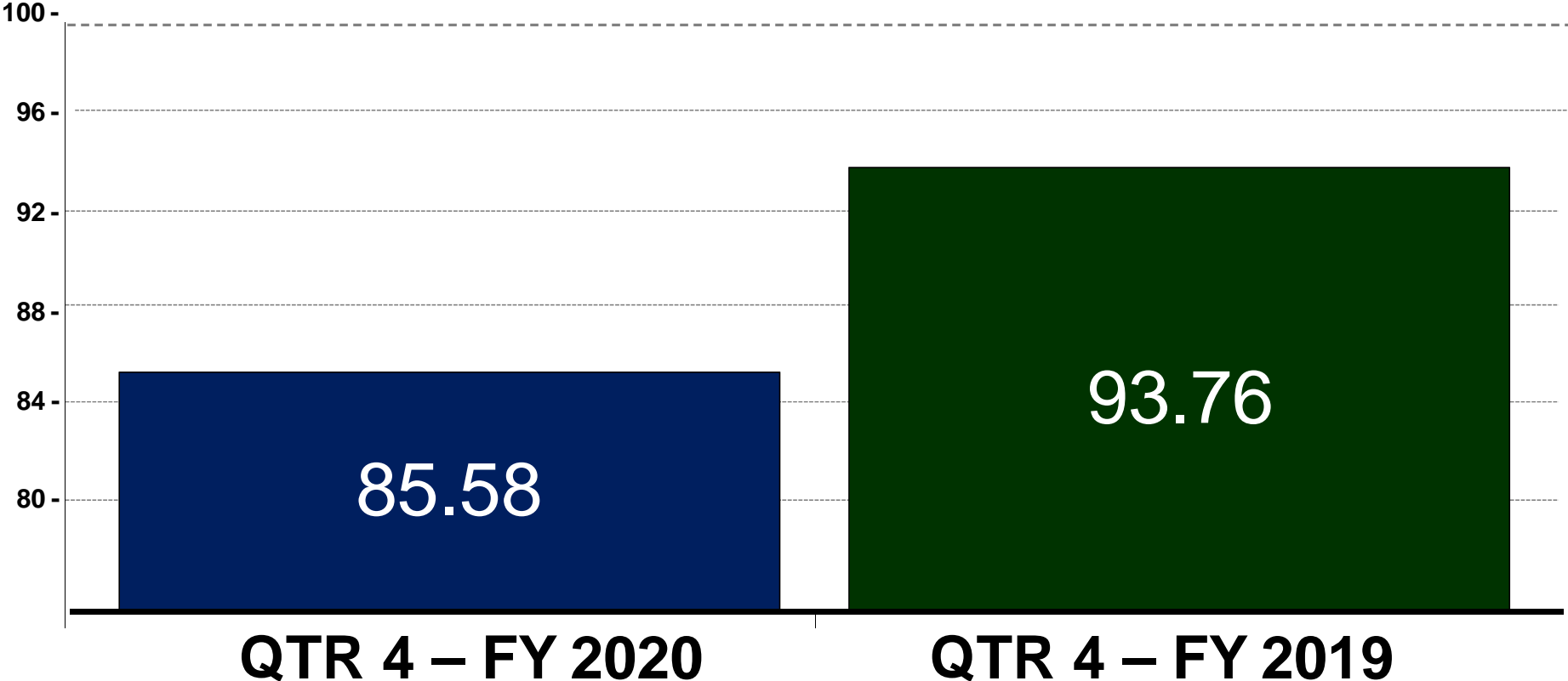




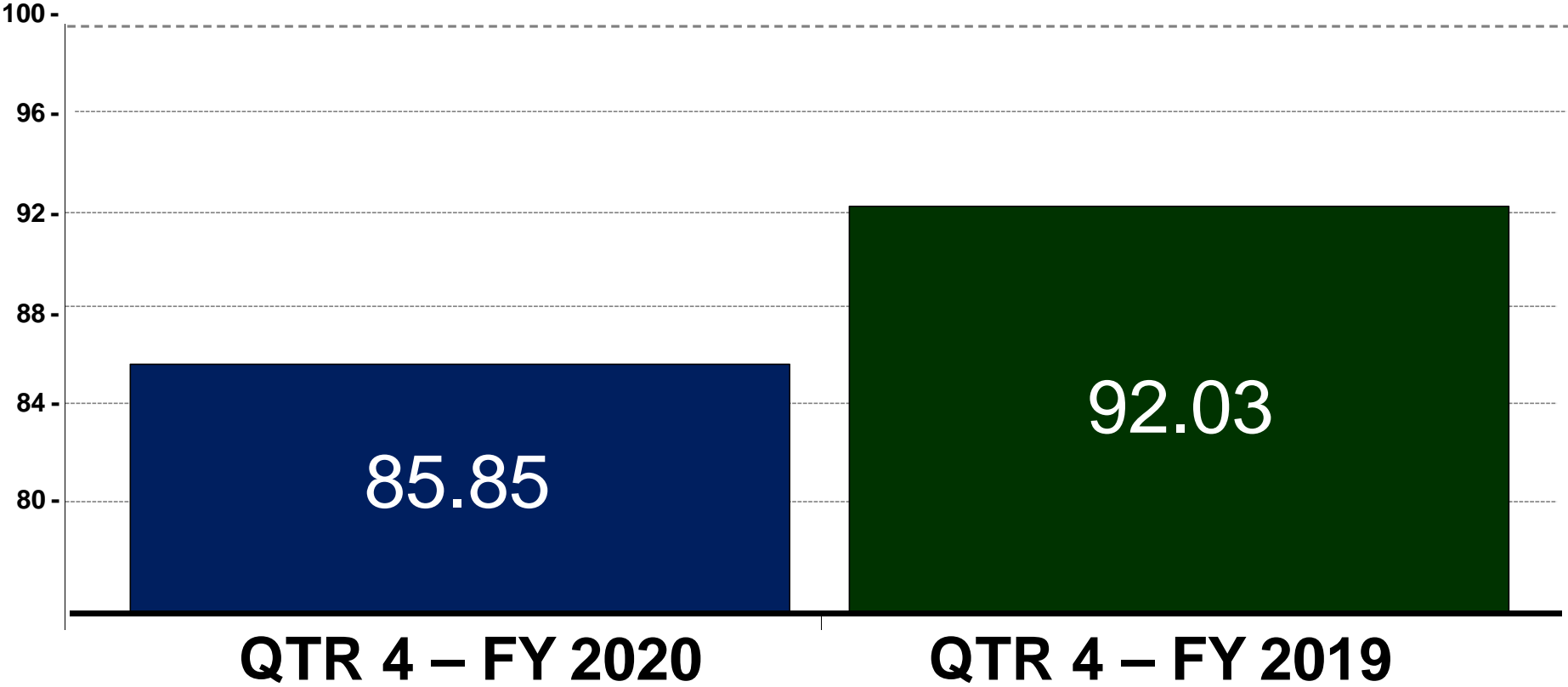
## Agenda

- Service Performance
- Peak Season Readiness
- Milwaukee Mail Processing Annex
- MTE Update

# First-Class Composite (Letters/Flats)



# Marketing Mail Composite





## Peak Season Readiness

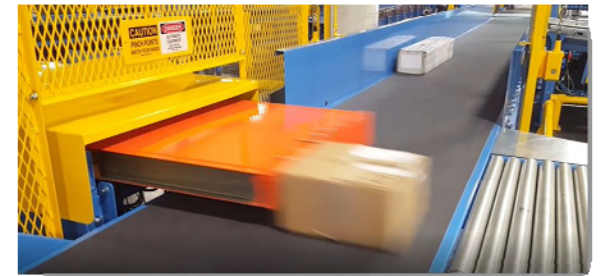
- Additional Space
  - 68 Peak Annexes Operations
- Additional Peak Seasonal Employees
  - 37K in Mail Processing
  - 19K in Delivery
- Automated Guided Vehicles
  - 15 New Sites
  - 172 Units for Peak
- Additional Capacity – Sorter expansion to add 400 additional output bins





# New Equipment for Fall 2020

- 8 Automated Package Bundle Sorters (APBS) expansions
- 7 Universal Sorters (USS)
- 1 Robust Bulk Unloading Systems (RBUS)
- 4 Automatic Tray Unsleevers (ATU)



USS



ATU



# New Equipment for Fall 2020

- 220 Manual Sortation Appliances (MSA) Scanning Improvement including overhead and sort to light scanning system
- 8 Package Feed Systems
- 3 Sack Shakeout Systems
- 2 Bed Load / Unload Systems
- 3,652 Transportation Side Assignment TSA printers



**TSA Printers**



**Bed Load / Unload System**



## Milwaukee Mail Processing Annex

- Plant Size

424,000 square feet

### **Current Status**

- Construction % Complete

98%

- Equipment Installation

- 2 – APBS
- 1 – APPS
- 1 – USS

- Volume Ramp-Up
- Acceptance Testing
- Operations - Manual Peak
- Operations - Automated

Peak Season  
March 2021  
November 2020  
April 2021



## MTE Inventory

USPS has spent \$57 Million on new buys in FY 2020

- 7.5 Million EMM Trays & Sleeves
- 4.5 Million MM Trays & Sleeves
- 2.0 Million Pallets
- 14.0 Million Sacks

MTE Inventory Available today

- 5.44 Million EMM Trays & Sleeves
- 6.14 Million MM Trays & Sleeves
- 500 Thousand Pallets
  - 1 Million being delivered during Peak
- 4.79 Million Sacks







## Chief Financial Officer Update

### Fiscal Year 2020 Results (October 1, 2019 – September 30, 2020)

#### Finances

- Total revenue - \$73.2 billion (FY19 \$71.3 billion)
- Controllable Expenses - \$77 billion (FY19 \$74.7 billion)
- Controllable Loss - \$3.8 billion (FY19 \$3.4 billion)
- Total net loss - \$9.2 billion (FY19 \$8.8 billion)



## Chief Financial Officer Update

**Fiscal Year 2020 Results (October 1, 2019 – September 30, 2020)**

### **Growth in shipping & packages revenue - \$5.7 billion**

- First-Class Package Services +39.7% (\$1.7 billion)
- Priority Mail & USPS Retail Ground +19.9% (\$2.1 billion)
- Parcel Select & Return & Marketing +26.8% (\$1.9 billion)



### Fiscal Year 2021 Integrated Financial Plan (October 1, 2020 – September 30, 2021)

#### **Extremely uncertain – No past models**

- Total revenue - \$70.9 billion (FY19 \$ 73.2 billion)
- Controllable Expenses - \$76.5 billion (FY19 \$77 billion)
- Controllable Loss - \$5.6 billion (FY19 \$3.8 billion)
- Total net loss - \$9.7 billion (FY19 \$9.2 billion)

# Price Change January 2021

October 2020



# First-Class Mail – 2021 Price Change

<b>First-Class Mail Single-Piece Prices</b>	<b>Current Price</b>	<b>New Price</b>	<b>Percent Change</b>
<b>Stamp Price 1 Oz.</b>	<b>0.55</b>	<b>0.55</b>	<b>0.0%</b>
<b>Stamp Price 2 Oz.</b>	<b>0.70</b>	<b>0.75</b>	<b>6.7%</b>
<b>Meter Price 1 Oz.</b>	<b>0.50</b>	<b>0.51</b>	<b>2.0%</b>
<b>Single-Piece Additional Ounce - Flats</b>	<b>0.20</b>	<b>0.20</b>	<b>0.0%</b>
<b>Single-Piece Flats 1 Oz.</b>	<b>1.00</b>	<b>1.00</b>	<b>0.0%</b>
<b>Single-Piece Cards</b>	<b>0.35</b>	<b>0.36</b>	<b>2.9%</b>
<b>Share Mail Letters</b>	<b>0.60</b>	<b>0.51</b>	<b>-15%</b>
<b>Share Mail Cards</b>	<b>0.45</b>	<b>0.36</b>	<b>-20%</b>

# First-Class Mail – 2021 Price Change

<b>First-Class Mail Commercial Prices</b>	<b>Current Price</b>	<b>New Price</b>	<b>Percent Change</b>
<b>Mixed AADC Automation Letters</b>	<b>0.439</b>	<b>0.450</b>	<b>2.5%</b>
<b>AADC Automation Letters</b>	<b>0.419</b>	<b>0.428</b>	<b>2.1%</b>
<b>5-Digit Automation Letters</b>	<b>0.389</b>	<b>0.398</b>	<b>2.3%</b>
<b>Mixed ADC Automation Flats 2 oz.</b>	<b>0.736</b>	<b>0.794</b>	<b>7.9%</b>
<b>3-Digit Automation Flats 2 oz.</b>	<b>0.597</b>	<b>0.638</b>	<b>6.9%</b>
<b>5-Digit Automation Flats 2 oz.</b>	<b>0.450</b>	<b>0.480</b>	<b>6.7%</b>

Notes:  
 Full Service Mail incentive remains at \$0.006.  
 New: Seamless Incentive at \$0.001. to eDoc submitter

# Marketing Mail – 2021 Price Change

<b>Product</b>	<b>Percent Change</b>
<b>Letters</b>	<b>0.8%</b>
<b>High Density Letters</b>	<b>5.4%</b>
<b>Saturation Letters</b>	<b>0.0%</b>
<b>Flats</b>	<b>3.6%</b>
<b>Carrier Route Flats</b>	<b>3.5%</b>
<b>High Density Flats</b>	<b>3.6%</b>
<b>Saturation Flats</b>	<b>0.0%</b>
<b>EDDM-Retail</b>	<b>0.5%</b>
<b>Parcels</b>	<b>16.8%</b>

# Marketing Mail – 2021 Price Change

<b>Marketing Mail Auto Commercial Letters</b>	<b>Current Price</b>	<b>New Price</b>	<b>\$ Difference</b>	<b>% Difference</b>
<b>Mixed Origin</b>	<b>\$0.299</b>	<b>\$0.304</b>	<b>\$0.005</b>	<b>1.67%</b>
<b>5-Digit Origin</b>	<b>\$0.259</b>	<b>\$0.259</b>	<b>\$0.000</b>	<b>0.00%</b>
<b>5-Digit DNDC</b>	<b>\$0.239</b>	<b>\$0.239</b>	<b>\$0.000</b>	<b>0.00%</b>
<b>5-Digit DSCF</b>	<b>\$0.233</b>	<b>\$0.235</b>	<b>\$0.002</b>	<b>0.86%</b>
<b>HD DSCF</b>	<b>\$0.186</b>	<b>\$0.196</b>	<b>\$0.010</b>	<b>5.38%</b>
<b>Saturation Origin</b>	<b>\$0.191</b>	<b>\$0.191</b>	<b>\$0.000</b>	<b>0.00%</b>
<b>Saturation DNDC</b>	<b>\$0.172</b>	<b>\$0.172</b>	<b>\$0.000</b>	<b>0.00%</b>
<b>Saturation DSCF</b>	<b>\$0.168</b>	<b>\$0.168</b>	<b>\$0.000</b>	<b>0.00%</b>



# Marketing Mail – 2021 Price Change

<b>Marketing Mail Auto Commercial Flats</b>	<b>Current Price</b>	<b>New Price</b>	<b>\$ Difference</b>	<b>% Difference</b>
5-Digit DSCF	\$0.364	\$0.372	\$0.008	2.20%
C-R Basic DSCF	\$0.265	\$0.274	\$0.009	3.40%
C-R on 5-Digit DSCF Pallets	\$0.246	\$0.253	\$0.007	2.85%
C-R on 5-Digit DDU Pallets	\$0.235	\$0.246	\$0.011	4.68%
HD DSCF (125 pieces)	\$0.205	\$0.213	\$0.008	3.90%
HD+ DSCF (300 pieces)	\$0.187	\$0.187	\$0.000	0.00%
Saturation DSCF (90%)	\$0.179	\$0.179	\$0.000	0.00%
Saturation DDU (90%)	\$0.163	\$0.163	\$0.000	0.00%
Saturation DDU with DML	\$0.213	\$0.223	\$0.010	4.69%

# Marketing Mail – 2021 Price Change

Marketing Mail Pound-Rate Flats Rev/Pc – 8 oz. Auto Commercial Flats	Current Rev/Pc	New Rev/Pc	\$ Difference	% Difference
5-Digit DSCF	\$0.544	\$0.545	\$0.001	0.18%
C-R Basic DSCF	\$0.403	\$0.417	\$0.014	3.35%
C-R on 5-Digit DSCF Pallets	\$0.384	\$0.396	\$0.012	2.99%
C-R on 5-Digit DDU Pallets	\$0.363	\$0.382	\$0.019	5.24%
HD DSCF	\$0.311	\$0.319	\$0.008	2.57%
HD+ DSCF	\$0.293	\$0.293	\$0.000	0.00%
Saturation DSCF	\$0.285	\$0.285	\$0.000	0.00%
Saturation DDU	\$0.255	\$0.255	\$0.000	0.00%

# Periodicals – 2021 Price Change

<b>Product</b>	<b>Percent Change</b>
<b>Outside County</b>	<b>1.47%</b>
<b>Inside County</b>	<b>1.20%</b>

- Introduced separate price for tubs below sack prices
- Most larger-circulation publications will pay 0.4% to 6% more in postage.
- Postage for larger Nonprofit publications will increase 0.8% to 1.2%.
- Smaller-circulation publications may see above-average increases due to less presorting, lighter-weight pieces, and a higher percentage of nonmachinable pieces.

# Package Services – 2021 Price Change

<b>Product</b>	<b>Percent Change</b>
<b>Alaska Bypass</b>	<b>1.43%</b>
<b>Media Mail and Library Mail</b>	<b>3.58%</b>
<b>Bound Printed Matter</b>	
<b>Flats – Overall</b>	<b>0.00%</b>
<b>Parcels – Overall</b>	<b>0.00%</b>

# Special Services – 2021 Price Change

<b>Product</b>	<b>Percent Change</b>
<b>PO Boxes™</b>	<b>0.89%</b>
<b>Certified Mail®</b>	<b>1.41%</b>
<b>Return Receipt</b>	<b>0.91%</b>
<b>Certificate of Mailing</b>	<b>2.76%</b>
<b>Address Correction Service</b>	<b>2.29%</b>
<b>Address Management Services (overall)</b>	<b>6.49%</b>
<b>Computerized Delivery Sequence</b>	<b>8.33%</b>
<b>AIS Viewer</b>	<b>5.16%</b>
<b>ZIP Move</b>	<b>8.33%</b>
<b>AIS Unlimited License</b>	<b>10.00%</b>

# International Competitive – 2021 Price Change

<b>Product</b>	<b>Percent Change</b>
<b>Priority Mail International (PMI)</b>	<b>5.1%</b>
<b>First-Class Pkg. Int'l. Service (FCPIS)</b>	<b>4.8%</b>
<b>Priority Mail Express International (PMEI)</b>	<b>3.6%</b>

- Country groups realigned based on volume, geography, and costs, for PMEI, PMI, FCPIS, International Priority Airlift (IPA) and International Surface Airlift (ISAL).
- The number of country groups increased as follows: PMEI from 17 to 20, PMI from 17 to 20, FCPIS from 9 to 20, and for IPA and ISAL from 19 to 20.
  - 9 single country rate groups: Canada, Mexico, United Kingdom, Japan, Germany, France, Brazil, China, & Russia
  - 2 two-country rate groups: Australia + New Zealand & Korea + Hong Kong
  - Several additional multi-country country groups

# The Value Of Customer Experience

Customer Experience (CX) is about **sum-total of all of the interactions** of a customer's journey



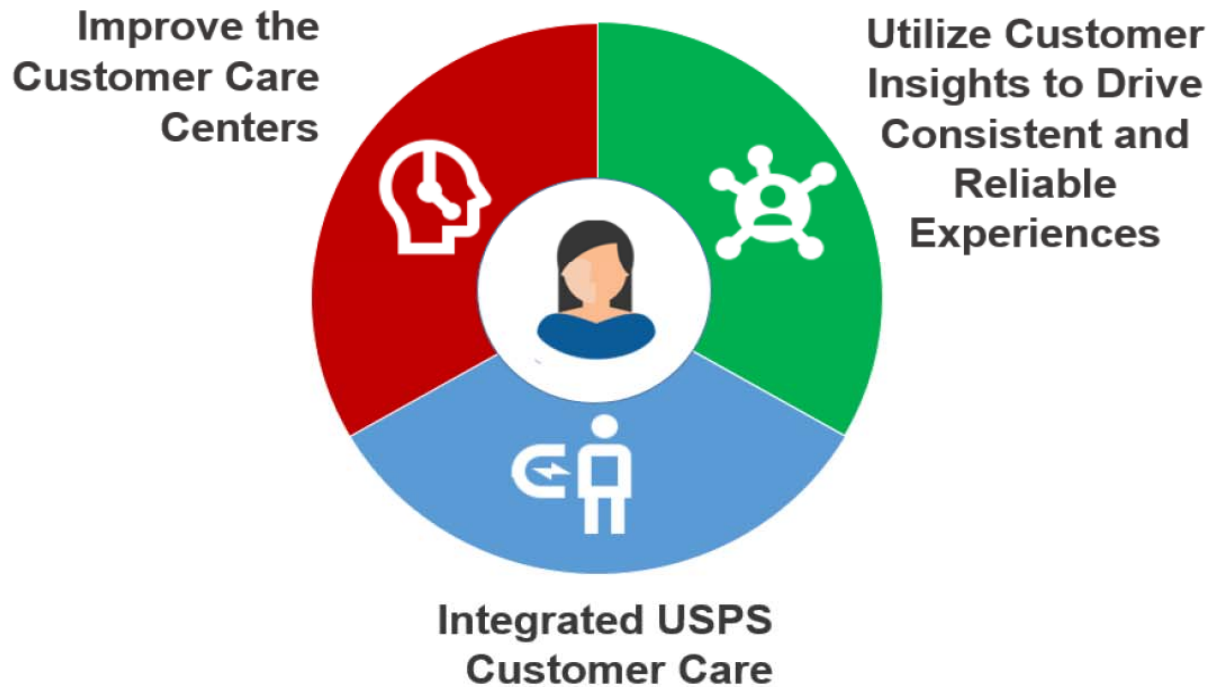
*“It is the sum-totality of how customers engage with your company and brand, not just in a snapshot in time...”*

— [Harvard Business Review](#)

Source: Harvard Business Review, <https://hbr.org/2010/10/understanding-customer-experie>, October 28, 2010

# Customer Experience FY21 Goals

## Three key areas of focus





# Integrated Customer Care

- **Streamline customer care** and create visibility of across Onboarding, Educating and Resolving
- **Maximize value** of the CRM platform by leveraging collaboration tools within the platform to share information, provide feedback, and resolve customer issues.



Mapping Out the Customer Care Journey

## Task Team 32 Status

### TASK TEAM 32 - Increase First-Class Postcard Maximum Size

Industry Leaders – Rose Flanagan, David Marinelli

Postal Leader – Elke Reuning-Elliott

- **Scope:** Large size presort First Class Mail postcard with maximum of 6 x 9 Inches
  - MTAC Task Team formed to assist with developing a use case for larger postcards
  - Working to determine potential migration of FCM Letters and/or Flats to larger postcards
  - Only Presorted FCM is in scope
  - Survey being developed to quantify product use, and migration patterns
  - USPS will oversee the survey after team approval
  - Plan to have USPS administer the survey in early 2021
- **Objectives:**
  - Validate with mailer in-depth interviews
  - Quantify potential migration
  - Develop a business case for ELT, BOG, and PRC approval



# MTAC Focus Area Groups



## **Delivery & Network Operations/ Enterprise Analytics**

- COVID Signature Protocols
- Service Performance
- Process Improvement
- Focus Group Discussions

### COVID Signature Procedures

Employee wearing a face covering knocks on customer door

- If customer responds to the door knock employee will:
  - Maintain 6 feet distance
  - Enter customer's first initial and last name
  - Print their own initials in lieu of customer signature
- If there is no response, carrier will follow normal Notice Left process
- ID still must be shown for specific mail products
  - Ex. – Restricted Delivery, Adult Signature





## *Processing Operations Service Performance*

- **Commitment**
  - Sufficient capacity in our networks
  - STC redesign – improved
  - Peak days/weeks identified and resource plans in place
  - Comprehensive contingency planning (weather impacts)
  - Timely dispatches from our processing facilities
  - Offloading to alternate facilities, as needed
  
- **COVID-19 Impacts – Contingency**
  - Employee availability continues in limited areas
    - Hiring underway with a fast-tracking new hiring process
  - CDC guidelines implemented



## *Processing Operations Process Improvement*

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- **Enhanced Industry partnership and communication**
- **Continued focus on streamlined process for Pharmaceuticals**
- **Improved internal visibility tools (e.g. Revelation Log)**
- **MTE strategic improvement**
  - **Assembling a cross-functional team – focus (e.g. quality, hygiene)**



*Wednesday*

- Delivery & Network Operations/Enterprise Analytics      Neal & Cathy
- Mail Entry Payment Technology      Mark & Glen
- Customer Experience, Product Innovation, Marketing      Glen & Dina







*Delivery & Processing  
Operations  
Enterprise Analytics*

## **Focus Group Discussions**

- Letters, Flats, and Parcels
  - Primary Facilitator- Adam Collinson
- Discussion Format
- Action Items



*Delivery & Processing  
Operations  
Enterprise Analytics*

## **Letters**

- Service performance impacts projections for Qtr1
- Remittance Mail service issues
  - Proposed New User Group or being added to an existing
- Mail disruption update requested
  - Tabled for an offline discussion



*Delivery & Processing  
Operations  
Enterprise Analytics*

## Flats

- Periodicals- rotating pockets of delivery challenges
  - Concern around Election Mail not sole contributor
- More transparency regarding redirects for Industry
  - Planned redirects to be timelier, not last minute
- Mail disruption update requested
  - Tabled for an offline discussion



*Delivery & Processing  
Operations  
Enterprise Analytics*

## Parcels

- Request for service performance data on Priority Mail
  - Suggested better in the wheelhouse of Marketing group
- Peak Planning Discussion
  - DDUs
  - USPS Annex list firm or flexible for peak? Any planned redirects to the Annexes?
- Service Transportation Network Update
  - Full design implementation 9/17
  - USPS adjusting due to COVID



**• USPS Lead - Marc McCrery**

## **Mail Entry Payment Technology**

- EPS/IV Work Group Update
- Seamless Acceptance Incentive



## *EPS/IV Work Group Update*

### **Proposed EPS/IV workgroup objectives:**

- Add the CSV/Excel download option to the EPS Manage Permit Page
- Need to review all EPS external data dictionary files and compare EPS Online and EPS IV info
- Include additional metadata in current data dictionary to match the detail of IV-MTR data dictionary
- EPS Commercial Mail layout enhancements
- EPS Package Platform layout enhancements (e.g. Permit, *PO!* Statement Number, EPS Account, Mail.dat Job ID, Customer Reference ID, EPS Transaction Date)
- Grant ability to create EPS data delegation for
  - statements to eDoc submitter in *PO!*
- EPS data delegation at the Permit level in addition to the CRID level



- Enterprise Payment Systems Workgroup
  - Created based on Industry Feedback
- Data dictionaries to match
  - Reconciliation work around EPS and IV\_MTR
- Layout Enhancements
  - Working on adding more relevant fields for the User
- Data Delegation
  - Challenging ask

## EPS/IV Work Group Update



### Proposed EPS/IV workgroup objectives:

- Add the **CSV/Excel download option** to the EPS Manage Permit Page
- Need to **review all EPS external data dictionary files** and **compare EPS Online and EPS IV info**
- Include additional metadata in current data dictionary to **match the detail of IV-MTR data dictionary**
- EPS **Commercial Mail layout enhancements**
- EPS **Package Platform layout enhancements** (e.g. Permit, *PO!* Statement Number, EPS Account, Mail.dat Job ID, Customer Reference ID, EPS Transaction Date)
- Grant **ability to create EPS data delegation** for statements to eDoc submitter in *PO!*
- EPS **data delegation at the Permit level** in addition to the CRID level (Same as Mail Tracking today)





## *Seamless Acceptance Incentive*

### Frequently Asked Questions

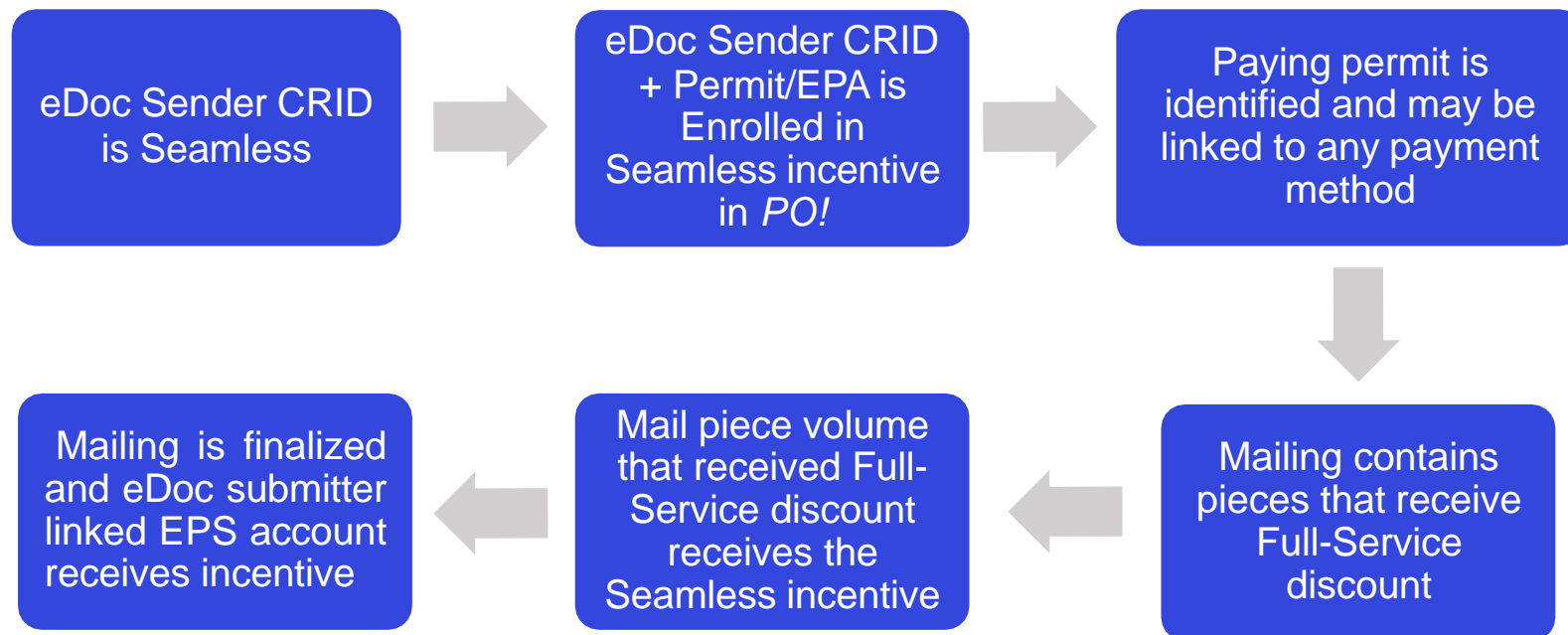


- **Which CRID is the Seamless Incentive applied to?**  
The eDoc submitter CRID receives the incentive.
- **Where are the funds sent to?**  
Funds go to eDoc submitter CRID permit EPS account. Permit must be linked to CRID, and permit must be linked to an EPS account.
- **Can the EPS account be Debit or Trust?**  
Yes, it can be either debit or trust.
- **How can the incentive funds be used?**  
There are no restrictions on how the funds can be used.
- **Can the funds be withdrawn from the EPS account or do they have to be applied to future mailings?**  
They may either be withdrawn or used to fund future mailings.





## *Seamless Acceptance Incentive*





## *Seamless Acceptance Incentive*

### Available to all eDoc submitters with a(n):

- Seamless Acceptance CRID
- Permit linked to an Enterprise Payment account (ACH Debit or Trust)
- Enrollment in Incentive in *PostalOne!*

### The incentive is deposited to Enterprise Payment account that corresponds with the permit enrolled for incentive

- Trust accounts credited upon postage statement finalization
- ACH debit accounts as a daily aggregate

### eDoc Sender CRID

- Mail.dat: Segment Record's (.seg) "eDoc Sender CRID"
- Mail.XML: OpenMailingGroupRequest > MailingGroupData > MailingFacility
- Postal Wizard: the mailing agent



# Customer Experience, Product Innovation, Marketing

## Mailers Technical Advisory Committee (MTAC)



**FOCUS AREA:** Customer Experience, Product Innovation & Marketing

VP Discussion: 2:30 – 3:00 pm

Customer Experience, Product  
Innovation & Marketing



Kelly Sigmon,  
Vice President-  
Customer  
Experience



Gary Reblin,  
Vice President-  
Product  
Innovation



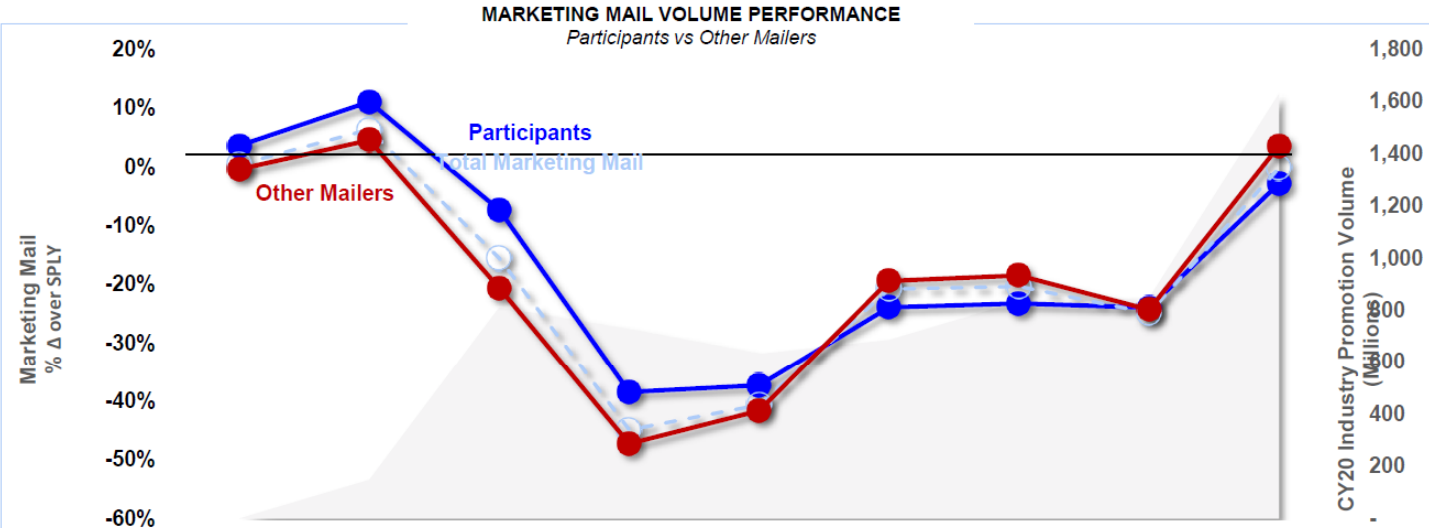
Steve Monteith,  
Vice President-  
Marketing

July 29, 2020

2

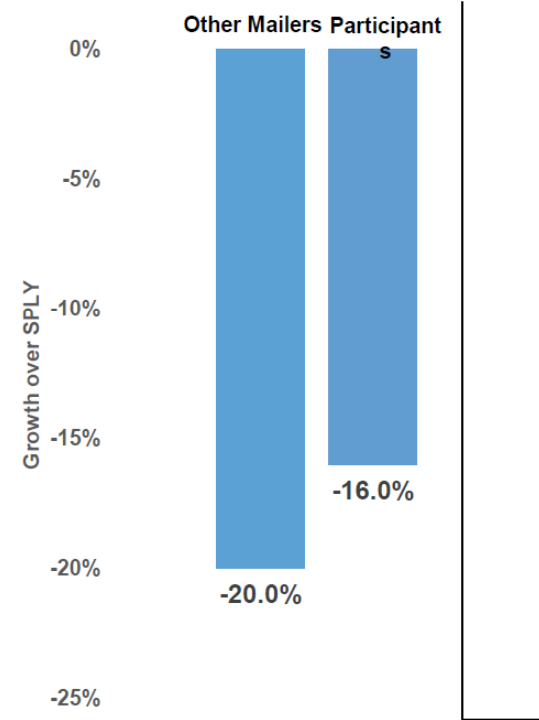
# MARKETING MAIL VOLUME PERFORMANCE CY20 YTD through September

Overall, Promotion Participant Marketing Mail volume<sup>1</sup> is down -16% over SPLY, compared to -20% for other mailers who did not participate in the CY20 promotions



	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	YTD
Marketing Mail	0%	6%	-16%	-45%	-41%	-21%	-20%	-25%	0%	-18%
Participants	4%	11%	-7%	-38%	-37%	-24%	-23%	-24%	-3%	-16%
Other Mailers	0%	5%	-21%	-47%	-42%	-19%	-18%	-24%	4%	-20%
Promotion Volume (M)		148	811	727	632	687	835	847	1,629	

INCREMENTAL VOLUME ANALYSIS  
CY20 vs CY19



Note(s): 1/ promotion participant volume is determined by specific CRIDs that participated in the 2020 promotions, and the specific products that earned a discount. It includes volume outside the promotion windows

# MARKETING MAIL VOLUME PERFORMANCE

## Participants vs Other Mailers

The top 3 industries by promotion volume (Professional/Scientific, Retail, Finance) are also the top 3 industries for Marketing Mail decline.

Professional/Scientific and Retail Participants declined at a slower rate than Other Mailers.

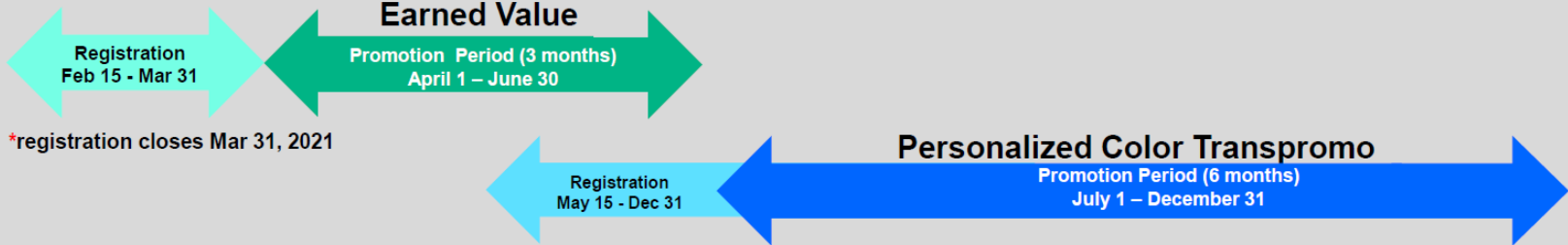
Industry	Total Marketing Mail	Participants	Other Mailers
<i>Ranked by Marketing Mail Δ over SPLY</i>	<i>Year over Year Volume Change</i>	<i>Year over Year Volume Change</i>	<i>Year over Year Volume Change</i>
	(M)	(M)	(M)
Public Administration	205	30	175
Other Services (except Public...)	119	99	21
No Industry Designation	111	2	108
Management of Companies and...	77	6	70
Utilities	1	7	-6
Mining	-3	0	-3
Transportation and Warehousing	-5	-110	105
Agriculture, Forestry, Fishing and...	-26	-5	-20
Construction	-34	0	-34
Real Estate Rental and Leasing	-96	-22	-73
Wholesale Trade	-191	-9	-182
Accommodation and Food Services	-193	-35	-158
Health Care and Social Assistance	-207	110	-317
Arts, Entertainment, and Recreation	-291	-6	-285
Administrative and Support and...	-326	2	-328
Educational Services	-336	-19	-318
Manufacturing	-413	-32	-381
Information	-777	-212	-565
Professional, Scientific, and...	-997	-200	-796
Retail Trade	-2,903	-625	-2,278
Finance and Insurance	-3,239	-1,563	-1,676

# PROPOSED 2021 MAILING PROMOTIONS CALENDAR

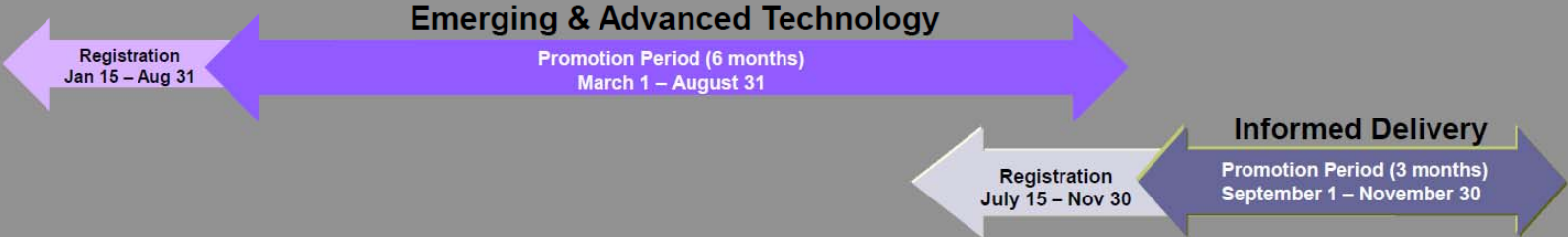
Proposed promotions subject to PRC approval

JAN – FEB – MARCH    APRIL – MAY – JUNE    JULY – AUG – SEPT    OCT – NOV – DEC

## FIRST-CLASS MAIL®



## MARKETING MAIL® AND FIRST-CLASS MAIL



## MARKETING MAIL



# Partnership

## USPS – INDUSTRY COLLABORATION

CONNECTING THROUGH



COMMUNICATION

GROWING TOGETHER

### OPPORTUNITIES:

- ❑ NPF 2021 – Nashville, TN – May 2-5, 2021  
<http://www.npf.org>
- ❑ MTAC – Meet Quarterly  
<https://postalpro.usps.gov/>
- ❑ Areas Inspiring Mail Focus Groups –  
Calendar by Area  
<http://postalpro.usps.com/industry-forum/area-mailing-industry-focus-group/calendar>







## **Additional Information**

- For additional information on topics please go to PostalPro
  - Find the Industry Forum (PCC/MTAC/AIM) menu
  - Look for MTAC - Meeting Presentations
- [MTAC@usps.gov](mailto:MTAC@usps.gov)
- <https://postalpro.usps.com/>
- <https://postalpro.usps.com/mtac>
- [PCC@USPS.gov](mailto:PCC@USPS.gov)



For Joining Us