

Areas Inspiring Mail Baltimore, MD

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Move Update Overview



Nearly 40+ million people change their address each year

Keeping mailing address lists current mailers can...

- Continue to reach their customers after they move
- Significantly reduce the loss of time, effort and money due to undeliverable mail

Move Update Standard is used to help mailers:

- Reduce number of mailpieces that forwarded or returned
- Periodically match mailer's address records with COA orders maintained by USPS





Move Update Overview



Requirements

- First-Class Mail presorted or automation prices
- First-Class Package Service presorted parcel prices
- Parcel Select® Lightweight Prices
- All USPS Marketing Mail

Mailers who present mixed mailings that pertain to at least one of these categories are still subjected to the Move Update standard

Mailers must reconcile their mailing address list within 95 days prior to the postage statement finalization date with one of the Postal Service-approved methods or a surcharge is assessed





To meet the Move Update standard, mailers must use at least one of the USPS approved methods



PRE MAILING: updating mailing address list before you mail

NCOA^{Link}

National Change of Address Link

Verifies a mailer submitted mailing address list against the USPS NCOA database

NCOA^{Link} MPE

National Change of Address Link Mail Processing Equipment Uses Mail Processing Equipment (MPE) technologies to match the printed address from a mailpiece against the NCOA Database



POST MAILING: updating mailing address list after you mail

ACS*

Address Change Service

Allows mailers to receive COA information and other reasons for non-delivery electronically

*Free for Full-Service and basic automation/non-automation mailers meeting set requirements

ASE

Ancillary Service Endorsements

Allows mailers to receive COA information via hardcopy notice provided by USPS Mailer must print an endorsement on mailpieces





NCOALink

- USPS approved pre-mailing address correction service that a mailer uses to process their mailing list through the USPS National Change Of Address (NCOA) database to determine if a change of address (COA) is on file
- If a match to a COA is found, it will update to the new address prior to mailing

Before NCOA^{Link}

Α	В		
Customer Name	Mailing Address		
Laurita Hamilton	1640 Simpson RD		
	Framingham, MA 12345		

After NCOALink

А	В		
Customer Name	Mailing Address		
Laurita Hamilton	209 Washington St. Arlington, TX 12345		





NCOALink

- Easy to ensure address files compared to COA database
- Addresses updated prior to mailing
- Not required to send mailpiece to newly identified address
 - Piece can be removed from presort mailing
 - Sent at single-piece prices to avoid Move Update error

Ensure NCOA^{LINK} software is set-up to check for COA within a minimum of the previous 18-months from the postage statement mailing date

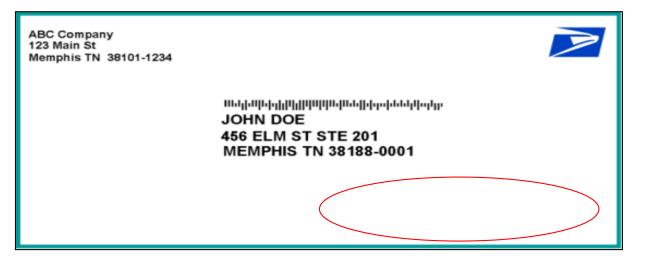




NCOALink MPE (MLOCR Users)

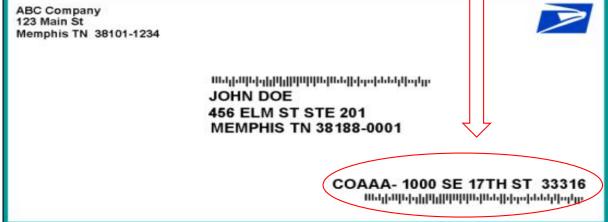
Subset of NCOA^{Link} that uses Mail
 Processing Equipment (MPE) technologies
 to match the printed address from a
 mailpiece against the NCOA Database

Before NCOA^{Link} MPE





After NCOA^{Link} MPE







Address Change Service (ACS)

• Post-mailing address correction service that allows mailers to receive COA information and other reasons for non-delivery electronically

Four service options:

- 1) Full-Service (Free for FS qualifying pieces)
- 2) OneCode
- 3) Intelligent Mail Package Barcode (IMpb)
- 4) Traditional

Effective January 21, 2018: No-fee Full-Service ACS will be extended to qualifying Basic automation and non-automation mailpieces for mailers who enter at least 95% of their mail as Full-Service in a calendar month.





Ancillary Service Endorsement (ASE)

- Post-mailing service that allows mailers to receive COA information via hardcopy notice provided by USPS
- Mailer must print an approved endorsement on a mailpiece

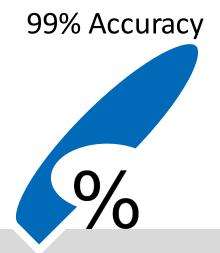
Mailpiece disposition depends on the following endorsement options:

- 1) Address Service Requested
- 2) Return Service Requested
- 3) Change Service Requested
 - For First Class Mail, this endorsement cannot be used as a stand-alone method to comply with Move Update
- 4) Temp-Return Service Requested
 - For Standard Mail, this endorsement is not available



Move Update 99% Accuracy and Legal Restraint





Legal Restraint



Available to mailers who can demonstrate they have a highly effective method of keeping their addresses current

**Note: Mailers must obtain an approval letter from the NCSC to be eligible for an alternative method

When a legal restriction prevents mailers from updating their customer's address without direct contact from the customer, they can be authorized to use the Legal Restraint Method



Move Update Exceptions



Two exceptions to Move Update methods

EXCEPTION 1

Mailpieces that use an alternative address format, which have the recipient listed as:

Simplified addresses

"Postal Customer", "Residential Customer", "Business Customer"

Example:

Postal Customer 2711 ORDWAY ST NW APT 204 WASHINGTON DC 20008-5036

Occupant Addresses

"Occupant", "Householder", "Resident"

Example:

Occupant 2711 ORDWAY ST NW APT 204 WASHINGTON DC 20008-5036

Exceptional Addresses

"Jane Doe or Current Resident", "Jane Doe or Current Occupant"

Example:

Jane Doe or Current Resident 2711 ORDWAY ST NW APT 204 WASHINGTON DC 20008-5036

EXCEPTION 2

Mailers may directly acquire current addresses from their customers.

NOTE:

The addresses must be used within 95 days of direct acquisition from the customer to meet this requirement.



Move Update Validation: Current MERLIN Process



- Move Update validations are performed based on a sampling at the job level on Mail Evaluation Readability Lookup Instrument (MERLIN)
- Mailers are assessed additional postage on pieces not meeting the Move Update requirements above threshold

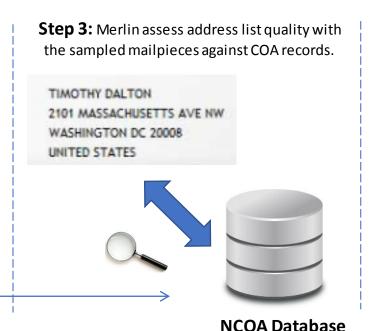
ASSESSMENT PROCESS





Step 2: Sampled mailpieces go through

Merlin Machine.





Step 4: Merlin generates report based on

assessment.

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Move Update Validation: New Census Process



- Census based verification replaces MERLIN
- Data collected as mail is processed through MPE
- Applies to ANY eDoc Submitter with Full-Service volume the month after first mailing Full-Service
- Free ACS for basic automation/non-automation (95% FS volume)
- Compliance measured across a calendar month
- Results displayed on the Electronic Verification tab of the Mailer Scorecard

Assessments begin March 11th, 2018 using February 2018 data

MAILER SCORECARD AND ASSESSMENTS





Navigate Mailer Scorecard



1. Select eDoc Submitter view if:

Mailer mails only their own material

2. Select Mail Owner or Mail Prepare if:

 Mail Service Provider (MSP) mails for multiple Mail Owners

3. Select Mail Owner or Mail Preparer Scorecard Details if:

- MSP has a large number of Mail Owners (MO)
- If want to see the percent and count of errors in the same view

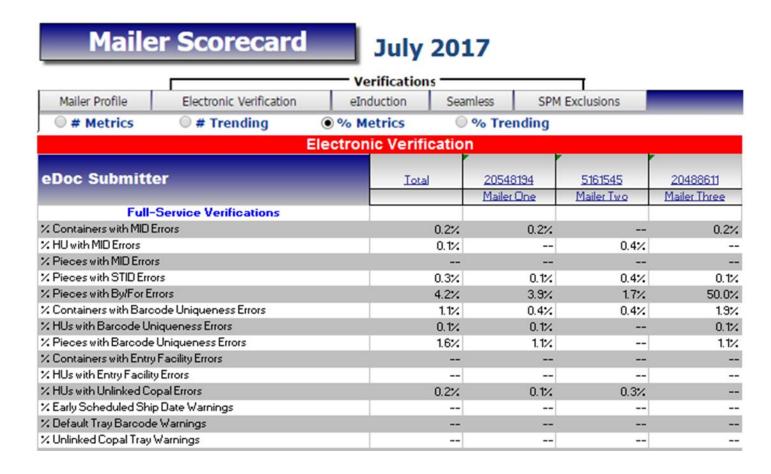
Mailer Scorecard UNITED STATES POSTAL SERVICE I'm an eDoc submitter I'm a Mail Owner or **Mail Preparer** This report shows a This report shows a breakdown of metrics by breakdown of metrics by mail eDoc submitter CRID across owner and mail preparer several USPS programs, across several USPS including Full-Service. programs, including Full-Seamless Acceptance, and Service, Seamless eInduction. Acceptance, and eInduction. Mail Owner or Mail Preparer **Scorecard Details Report** (Export) Use this option if you are a Mail Preparer who prepares mail for more than 60 Mail Owners or if you are a Mail Owner who uses more than 60 Mail Preparers





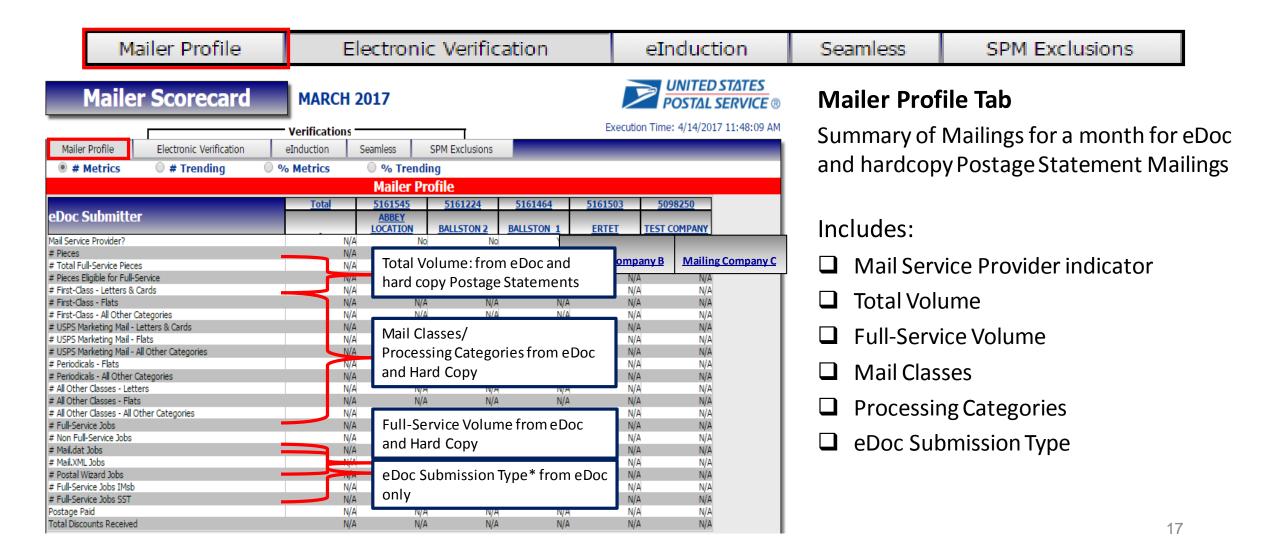
Benefits of Mailer Scorecard

- Mailer Scorecard provides summary of mail preparation and eDoc quality
- Drill down features allow a mailer to view detailed error and warning information
- Mailer Scorecard is accessible through the Business Customer Gateway for customers
- Allows mailers to preemptively and proactively adjust quality on mailings before being assessed













Mailer Profile Electronic Verification eInduction Seamless SPM Exclusions

Volume Data

Container, handling unit, and piece count provided in eDoc

Full-Service Verifications

Results of verifications performed on information provided in Full-Service eDoc for compliance

Other Electronic Verification Metrics

Additional program validations that are information only

- rane	r Scorecard	MARCH 2					POSTAL SE		
		Verifications =	Verifications			Execution Time: 4/14/2017 11			
Mailer Profile	Electronic Verification	eInduction	Seamless SP	M Exclusions					
# Metrics	# Trending 0	% Metrics	% Trending	l					
Electronic Verification									
eDoc Submitte		Total	5161545	5161224	5161464	5161503	5098250		
			ABBEY LOCATION	BALLSTON 2	BALLSTON 1	ERTET	TEST COMPANY		
# Containers processed f # Handling Units process		2 88		8	2 15	N/A N/A			
# Bundles processed for						N/A			
# Pieces processed for el	Doc validations	7,608	6,588	1,020		N/A			
	processed for eDoc validations	65	65			N/A			
# Full-Service Handling Units processed for eDoc validations # Full-Service Orphan Handling Units processed for eDoc validation			65			N/A N/A			
# Full-Service Pieces prod	essed for eDoc validations	7,521	6,521	1,000	N/A	N/A	N/		
Full-S	ervice Verifications	****	****	****	1111				
# MID Container Errors # Containers with MID Er	rors	N/A N/A		N/A N/A	N/A N/A	N/A N/A	N/A N/A		
# MID HU Errors				N/A	N/A	N/A	N/		
# HUs with MID Errors				N/A	N/A	N/A	N/		
# MID Piece Errors # Pieces with MID Errors					N/A N/A	N/A N/A	N/. N/.		
# STID Errors					N/A	N/A N/A	N/A		
# Pieces with STID Errors					N/A	N/A	N/		
# By/For Errors					N/A	N/A	N/		
# Pieces with By/For Erro # Barcode Uniqueness Co		N/A		N/A	N/A N/A	N/A N/A	N/. N/.		
# Containers with Barcod	e Uniqueness Errors	N/A		N/A	N/A	N/A	N/		
# Barcode Uniqueness HI				N/A	N/A	N/A	N/		
# HUs with Barcode Unique Barcode Unique Barcode Uniqueness Pi				N/A	N/A N/A	N/A N/A	N/. N/.		
# Pieces with Barcode Un					N/A	N/A	N/		
# Entry Facility Container		N/A		N/A	N/A	N/A	N/		
# Containers with Entry Facility Errors # Entry Facility HU Errors		N/A N/A		N/A N/A	N/A N/A	N/A N/A	N/. N/.		
# HUs with Entry Facility Errors		N/A		N/A	N/A N/A	N/A N/A	N/		
# Unlinked Copal Tray Errors		65	65	N/A	N/A	N/A	N/A		
# HUs with Unlinked Copa		65		N/A	N/A	N/A	N/		
# Early Scheduled Ship D	Due (Full-Service Electronic) - Info Only	\$18.69 N/A		N/A	N/A N/A	N/A	N/. N/.		
# DMU Verified USPS Trai					N/A	N/A	N/		
# Default Tray Barcode V				N/A	N/A	N/A	N/		
# Unlinked Copal Tray Wa # Unlinked Copal Bundle \				N/A	N/A	N/A	N/		
	Update Verifications								
Type of Move/Update ver		N/A		Automated	Automated	N/A	Automate		
# Move/Update Eligible Pi # Move/Update Eligible Pi		7,531		1,010		N/A N/A			
# ACS Requested STID Pi		405				N/A			
# COA Errors - FCM & MK	T				N/A	N/A	N/		
# COA Warnings - Periodi	cals	N/A 21		N/A N/A	N/A N/A	N/A	N/A N/A		
# UAA Warnings Entry Poin	t Validations – Info Only	21	21	N/A	N/A	N/A	N/A		
# eDoc/Appointment Enti		N/A		N/A	N/A	N/A	N/		
# No Valid MDF Match		N/A		N/A	N/A	N/A	N/		
# Out of Date MDF Match	rtation Validations – Info Only	N/A	N/A	N/A	N/A	N/A	N/		
# CSA Container Errors	audon +andadons = mio Only		N/A	N/A		N/A	N/		
# Minimum Piece Count/V		N/A	N/A	N/A	N/A	N/A	N/		
# Rate Category Bundle Errors		N/A	N/A	N/A	N/A	N/A	N/		
# Destination ZIP Code H # Depth of Sort HU Error		-				N/A N/A	N/. N/.		
# Minimum Piece Count/V						N/A	N/.		
# Overflow HU Errors						N/A	Q N/		

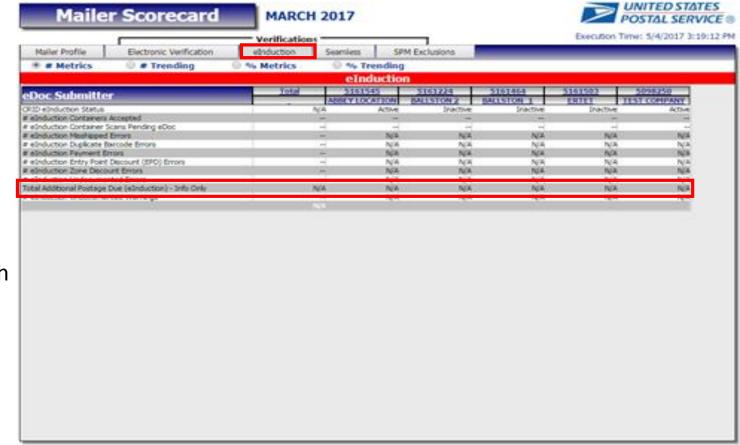




Mailer Profile Electronic Verification eInduction Seamless SPM Exclusions

Mailer Scorecard: eInduction Tab

- Provides an overview of the number of elnduction containers
- Number and percent of verification errors
- Shows dashboard view of the results of eInduction verifications over a calendar month
- Provides feedback on eInduction errors at the eDoc Submitter CRID level



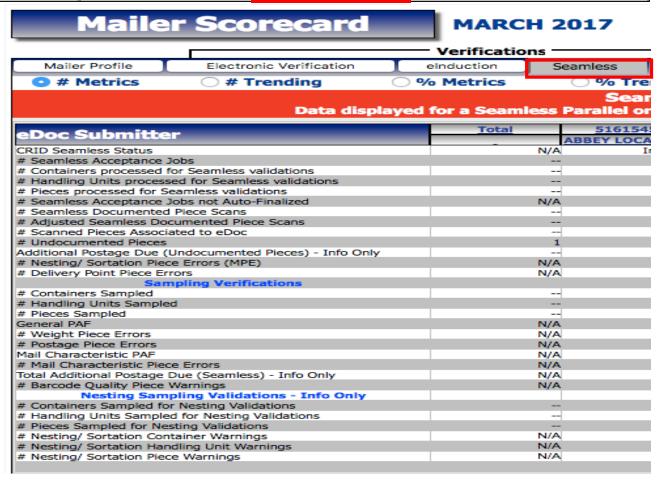




Mailer Profile Electronic Verification eInduction Seamless SPM Exclusions

Mailer Scorecard: Seamless Tab

- □ The Seamless tab provides an overview of the verification results, Indicates any verification problems exceeding an allowable threshold
- Only for mailers on Seamless Acceptance or Seamless Parallel



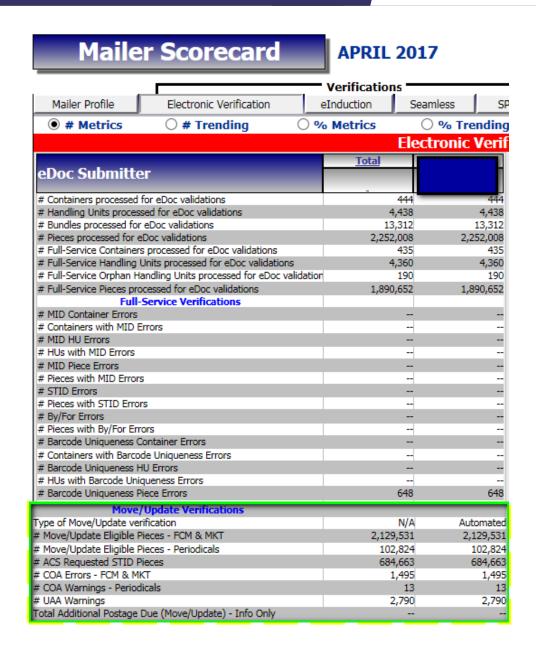


Move Update Validation: New Census Process



Mailer Scorecard

- First-Class Mail presorted or automation prices and USPS Marketing Mail (with a unique IMb included in eDoc)
- Mailer Scorecard contains Move Update compliance metric, which the tolerance is currently set to be 0.5%
- In March 2018, USPS will assess a charge of \$0.08* per mailpiece in error beyond the 0.5% threshold for February Scorecards

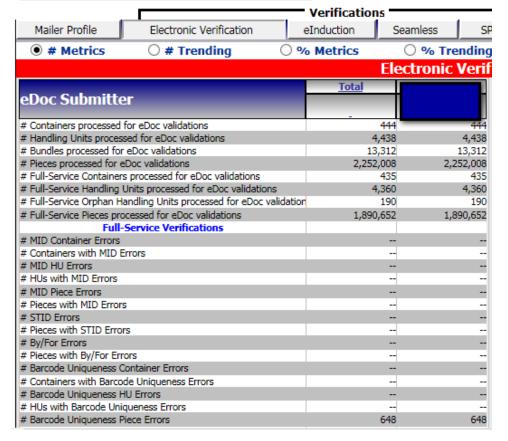




Move Update Census Process: Mailer Scorecard



Mailer Scorecard APRIL 2017

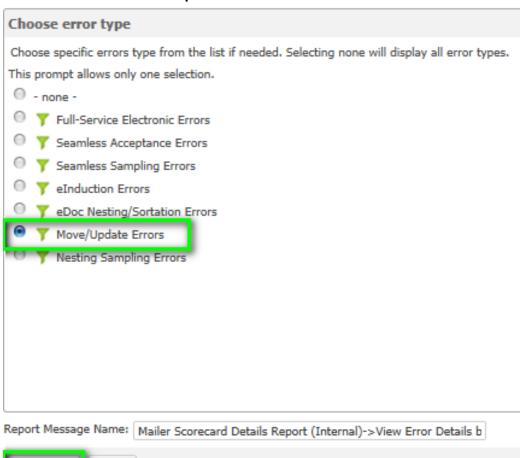


ype of Move/Update verification	N/A	Automated
Move/Update Eligible Pieces - FCM & MKT	2,129,531	2,129,531
Move/Update Eligible Pieces - Periodicals	102,824	102,824
ACS Requested STID Pieces	684,663	684,663
COA Errors - FCM & MKT	1,495	1,495
COA Warnings - Periodicals	13	13
UAA Warnings	2,790	2,790

- Click on Mailer Name or Mailer CRID
- 2. Click Move/Update Errors radio button
- 3. Click on Run Report

Cancel

Run Report

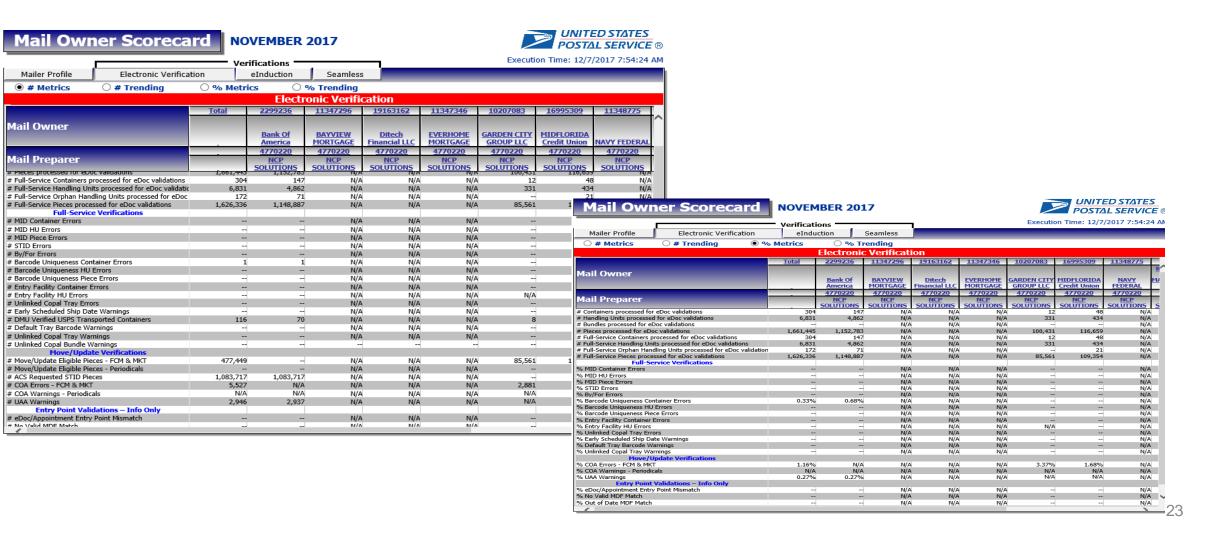




Navigate Mailer Scorecard: MSP



Option 2 view: May not see all Mail Owners if they mail for many customers. Will have to toggle between screens to see both count of errors and percentage.

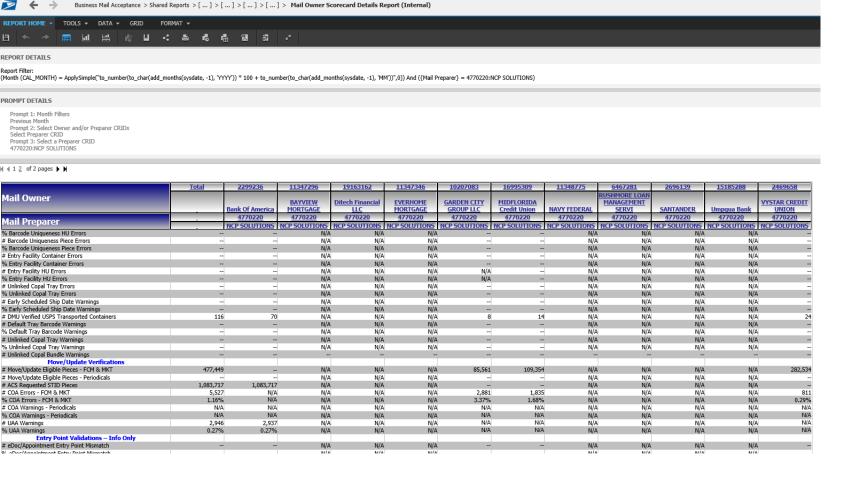




For MSP: Identify Recurring Problem Mail Owners



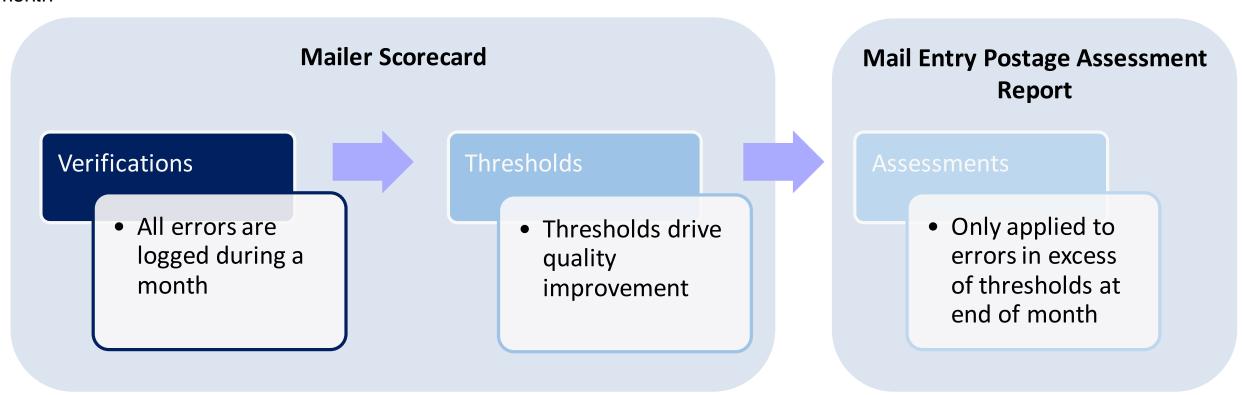
Option 3 view: Presents data by column for Mail Owners and shows <u>both</u> the percent and count to help identify Mail Owners with Move Update errors above threshold







Additional postage assessments are generated only for mailers and errors that exceed quality thresholds across an entire month





Questions?



