

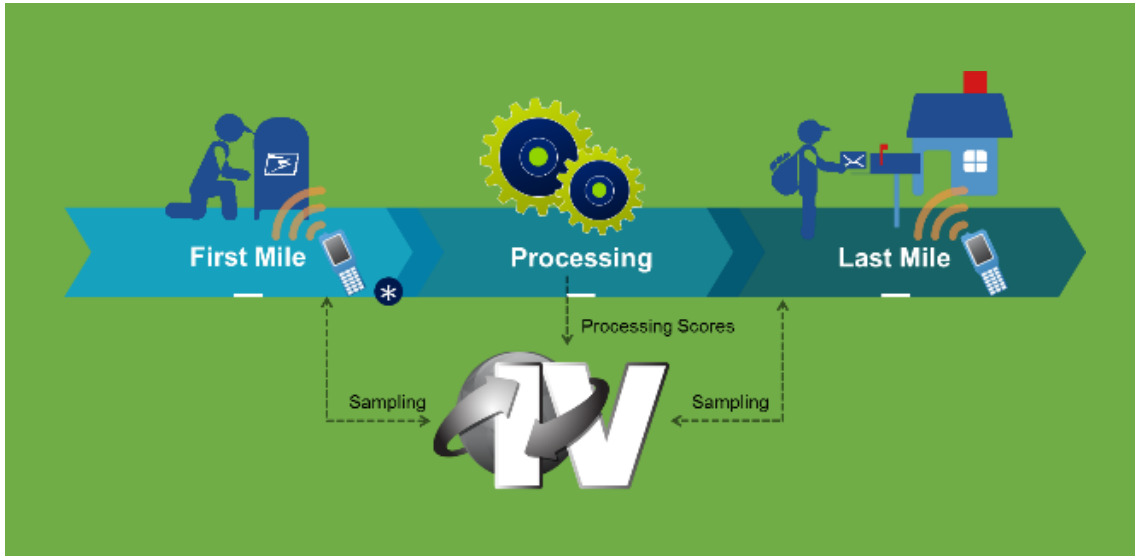


MTAC
Enterprise Analytics

Isaac Cronkhite
Vice President Enterprise Analytics

November 2018





Analytics University

BRONZE CERTIFIED
28,432

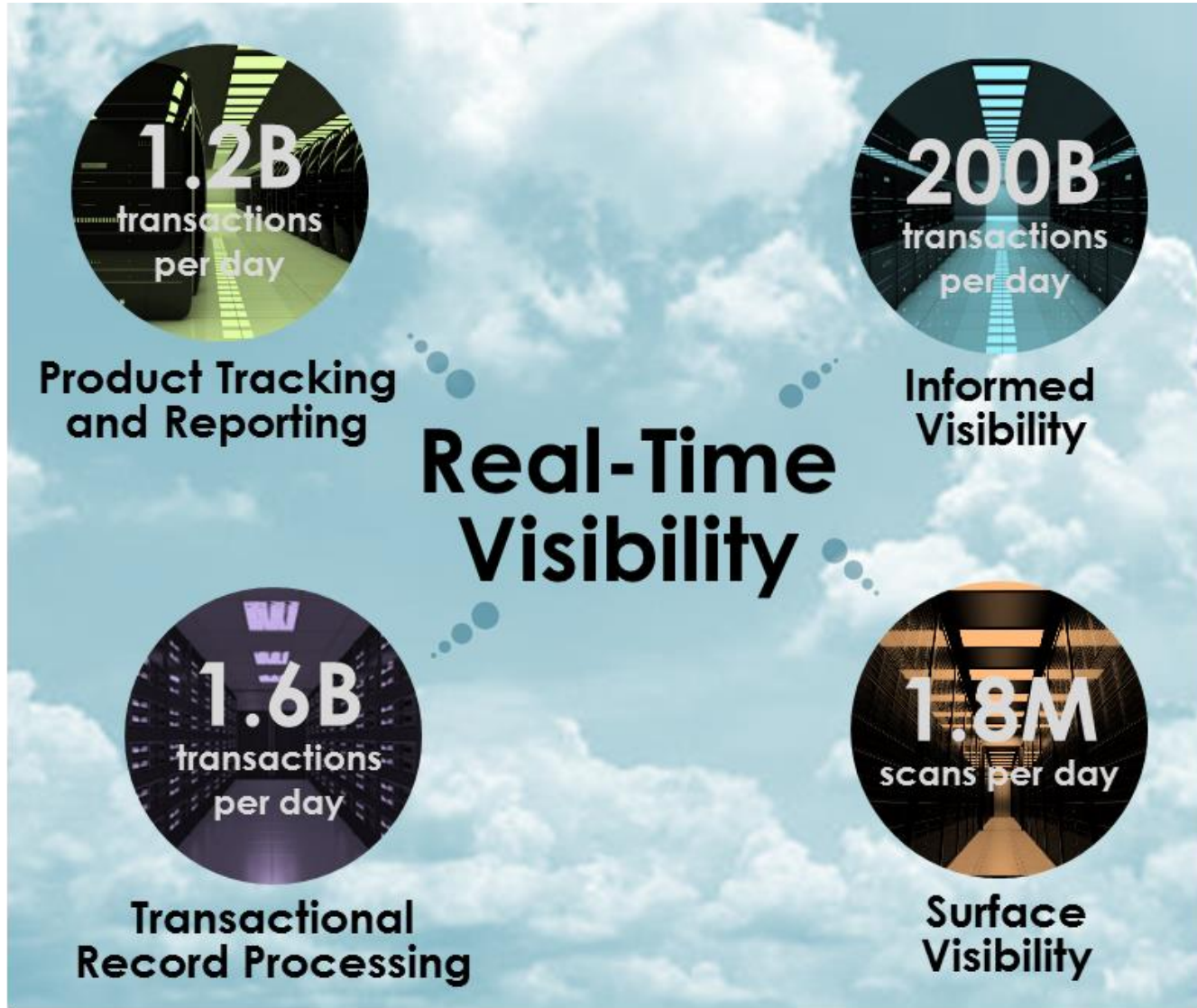
SILVER CERTIFIED
137

PLATINUM CERTIFIED
287

BlueTube 92 Videos

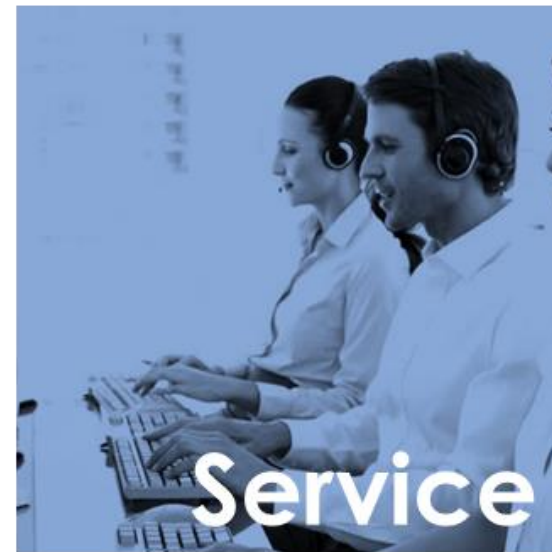
300% Increased Daily Usage 744 Hours of Training Provided

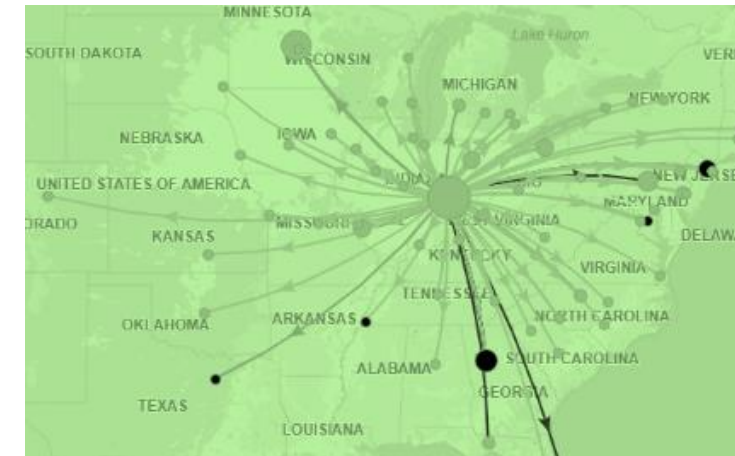
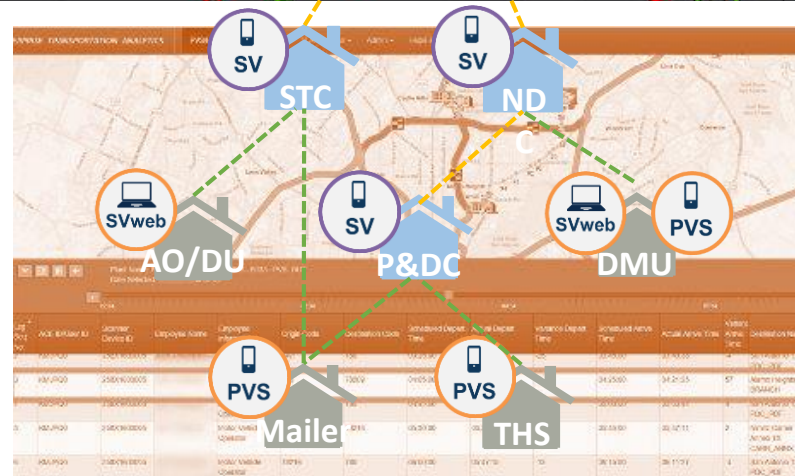
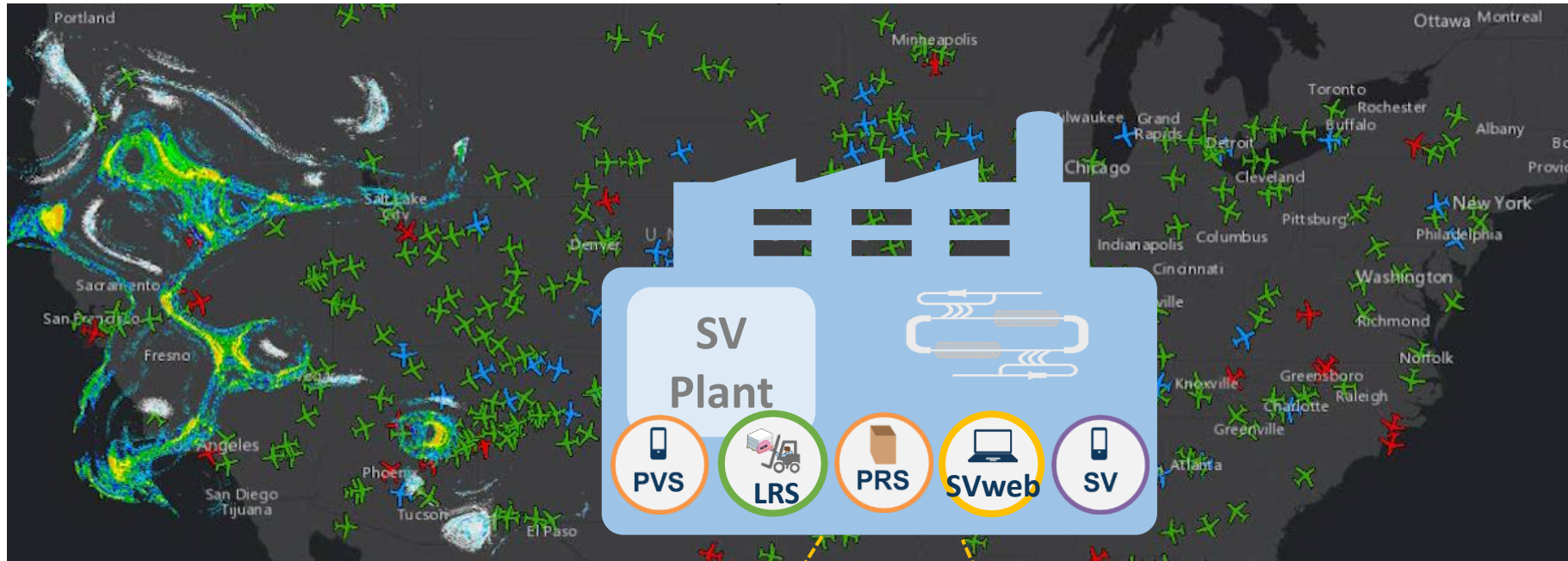


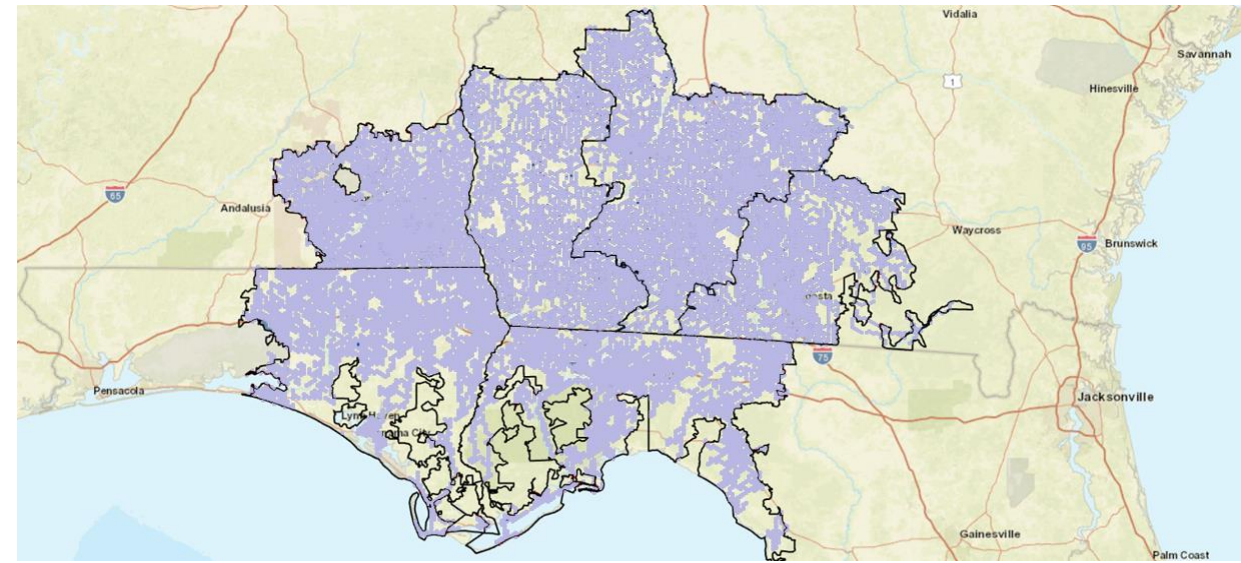
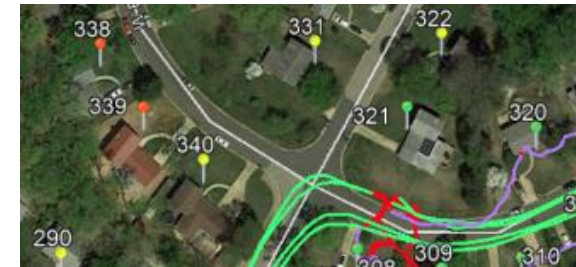
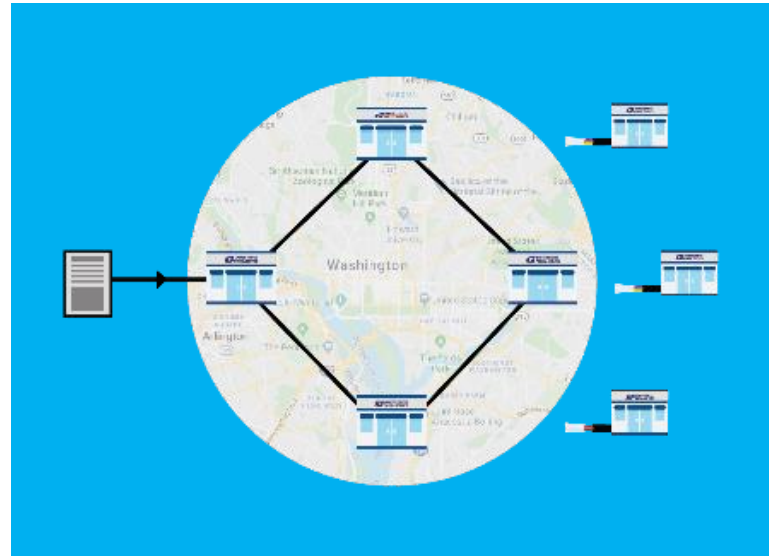
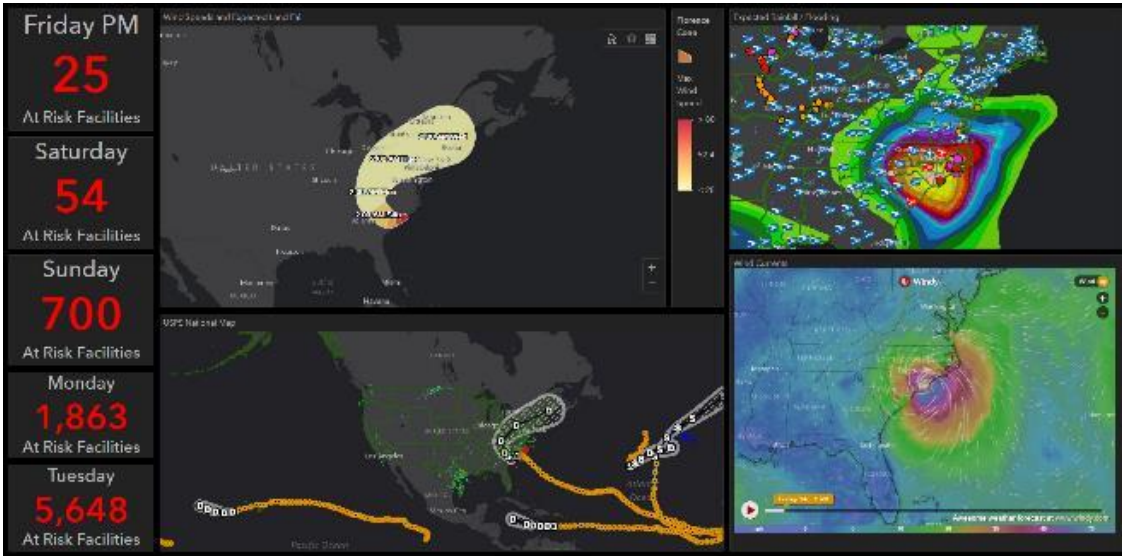


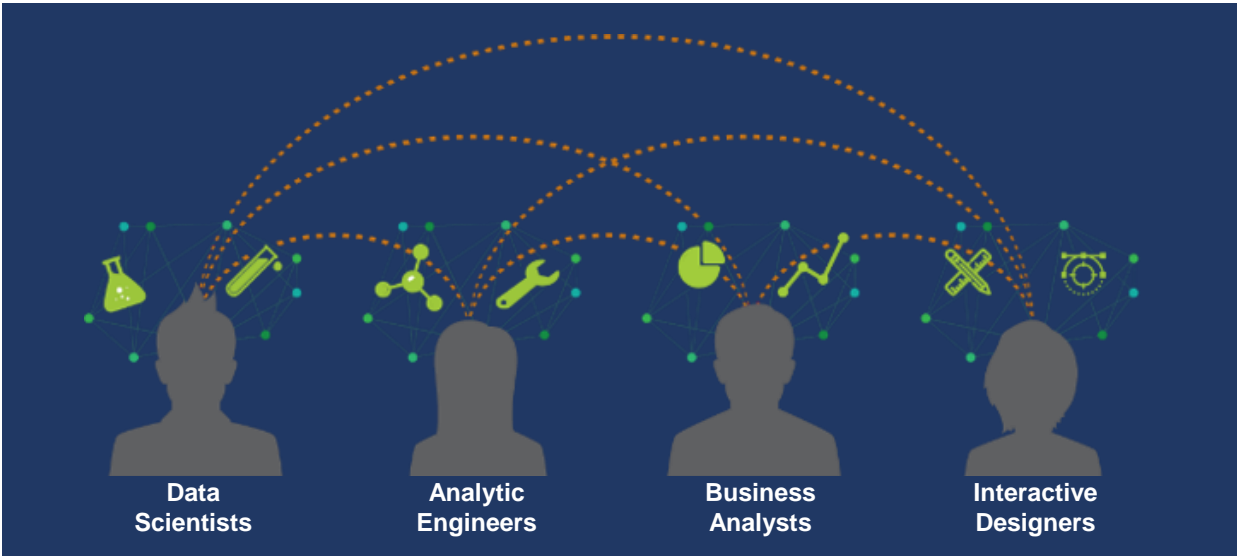
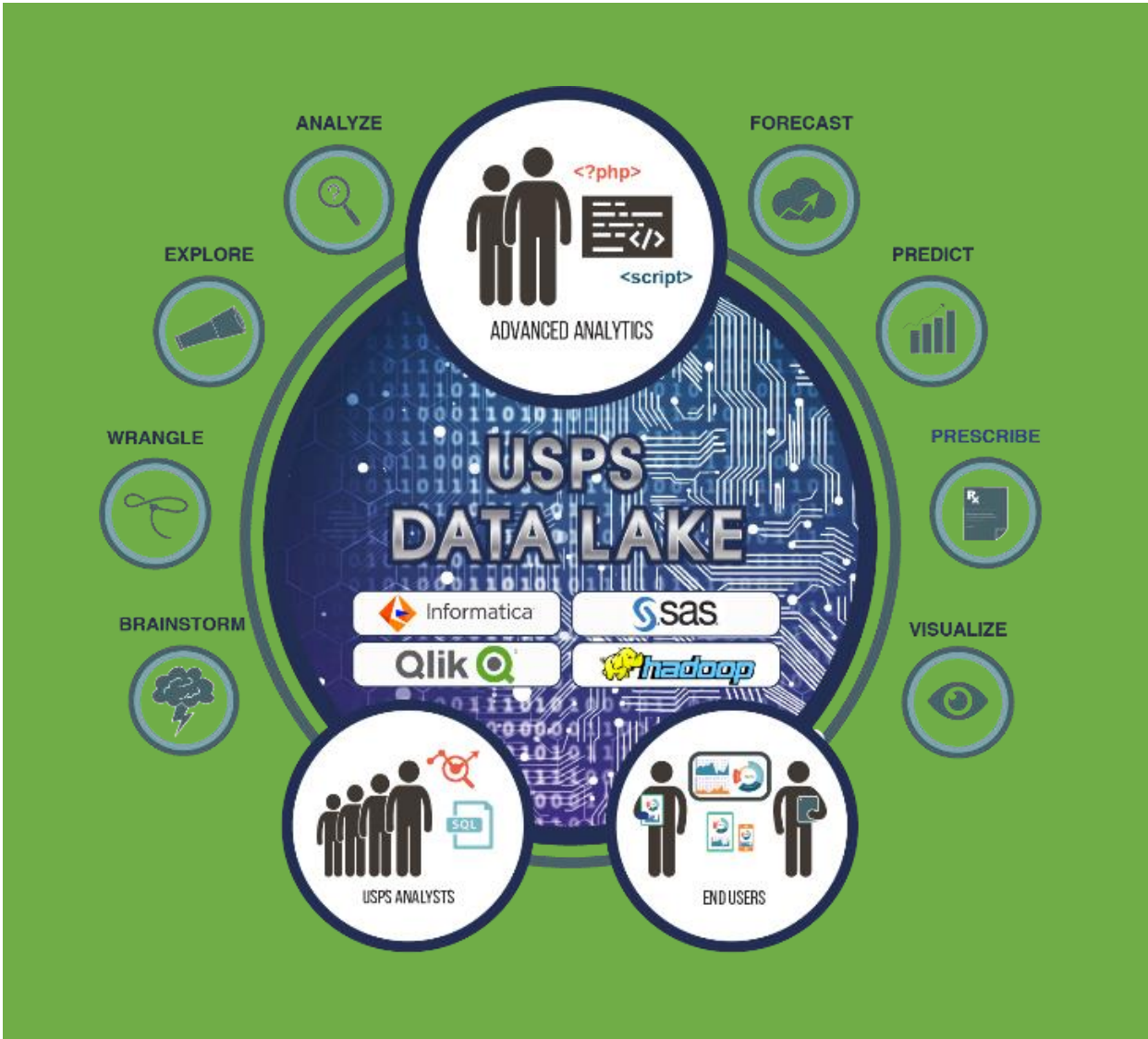
Real-Time Visibility

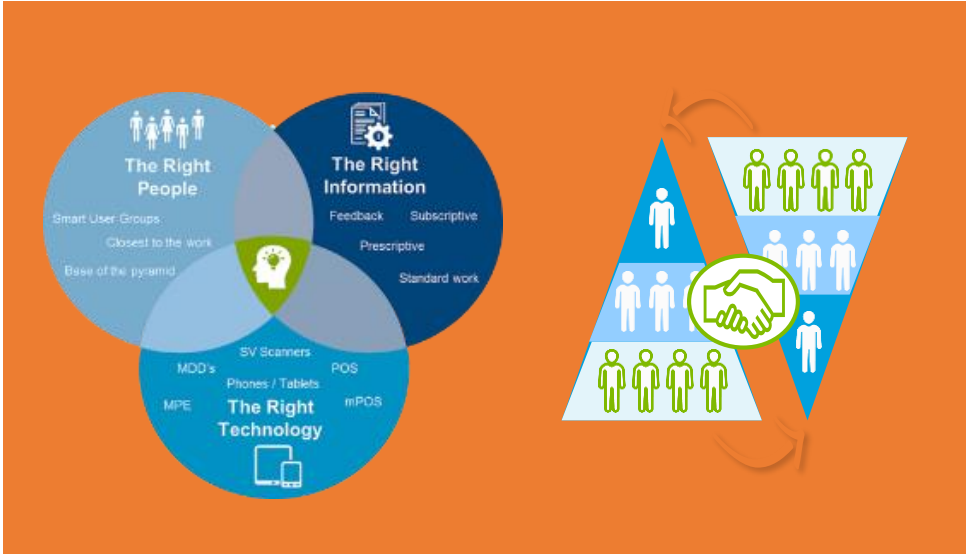
- 1.2B** transactions per day
Product Tracking and Reporting
- 200B** transactions per day
Informed Visibility
- 1.6B** transactions per day
Transactional Record Processing
- 1.8M** scans per day
Surface Visibility













Change-of-Address (COA) Data Quality Enhancements

Increased Internet Change-of-Address entries benefits:

USPS

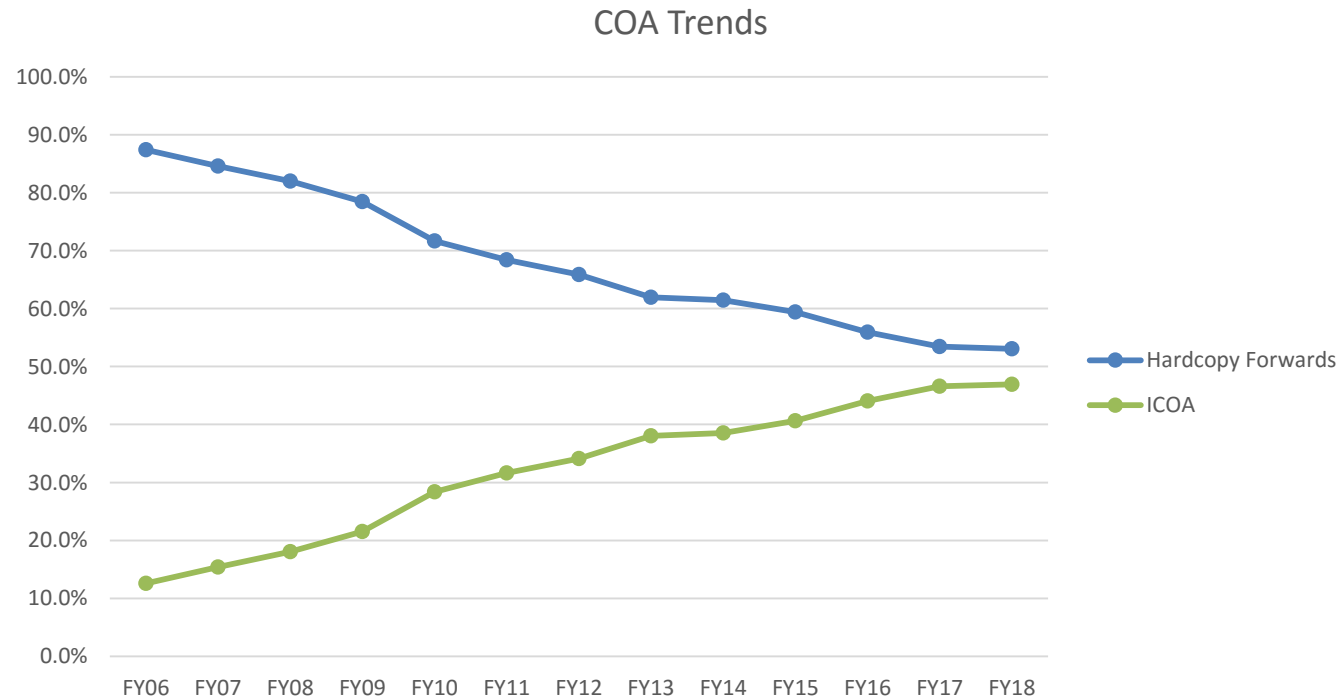
- Automated entry of COA data into mail processing systems
- COA Forms processing savings
- Real Time COA Validation

Mailers

- More timely updates
- Higher quality data
- Improves correspondence to customers

Moving Customers

- Enables better communication
- Move related savings
- Improved activation of COA



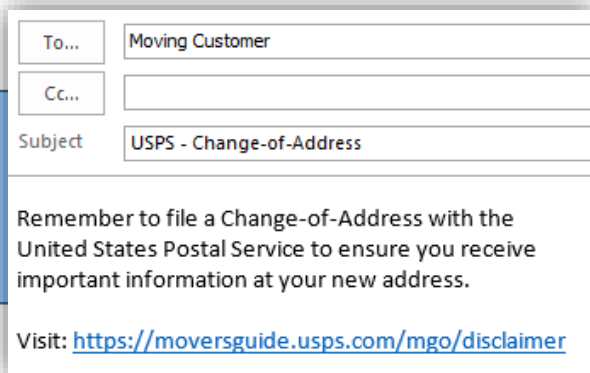
We are working to increase Internet Change-of-Address



Social Media Campaign



Adhesive posters placed in 5,000 post offices during peak move season (May-July)



Increase Customer Communication using UAA Data Analytics

Change-of-Address Retail Kiosk "Relocation Station" *expected pilot QTR II FY19



The implementation of Rapid Key in Mover's Guide resulted in a 50% decrease in un-coded COA Addresses

What's your old address?

ZIP Code™

City

State

Street Address

- 101 S MAIN ST APT 101, MEMPHIS TN 38103
- 101 S MAIN ST APT 201, MEMPHIS TN 38103
- 101 S MAIN ST APT 202, MEMPHIS TN 38103
- 101 S MAIN ST APT 203, MEMPHIS TN 38103
- 101 S MAIN ST APT 204, MEMPHIS TN 38103
- 101 S MAIN ST APT 205, MEMPHIS TN 38103
- 101 S MAIN ST APT 206, MEMPHIS TN 38103
- 101 S MAIN ST APT 207, MEMPHIS TN 38103



Using Data Analytics to identify suspicious patterns



Business Change-of-Address/Hold Mail

- Kickoff Meeting Scheduled for December 11, 2018
- Collaborate with Mailing Industry
- Increase Industry understanding
- Identify Opportunities for Improvement





ACS™

Secure Destruction Mail Service for Flats will be available November 30th, 2018

United States Postal Service®
INDUSTRYALERT

October 29, 2018

Secure Destruction Industry Alert

Secure Destruction Mail Service Expanded to Flats

USPS BlueEarth 
Secure Destruction

Secure Destruction (SD), a value-added mail service offering that was initially launched nationally on November 18th, 2014 for first class letter mail, will now be **available for first class “flat mail” starting on November 30th, 2018**. Secure Destruction is a premier USPS BlueEarth® branded sustainability offering available to postal business mailers. It is an opt-in service that provides a cost effective, secure, and convenient way to manage mail with personal protected information. The SD Service allows mailers that use Address Change Service (ACS) and Intelligent Mail® barcodes to have their letter and flat sized First-Class Mail®, that would otherwise be returned to the sender (RTS), securely shredded by the Postal Service at a USPS facility for no additional cost. The SD Service lowers mailer in-house mail-handling costs and reduces carbon emissions associated with the reverse logistics process for RTS mail. As a part of the SD service, participating mailers can securely track destroyed mailpieces by accessing daily automated notifications provided on the USPS Electronic Product Fulfillment (EPF) website.

More information on the SD Service and instructions on how to register can be found at <https://postalpro.usps.com/mailing/secure-destruction>.

Green & Secure ACS™ Option available since February 2018



Reduced incidence of UAA and subsequent return-to-sender mail.



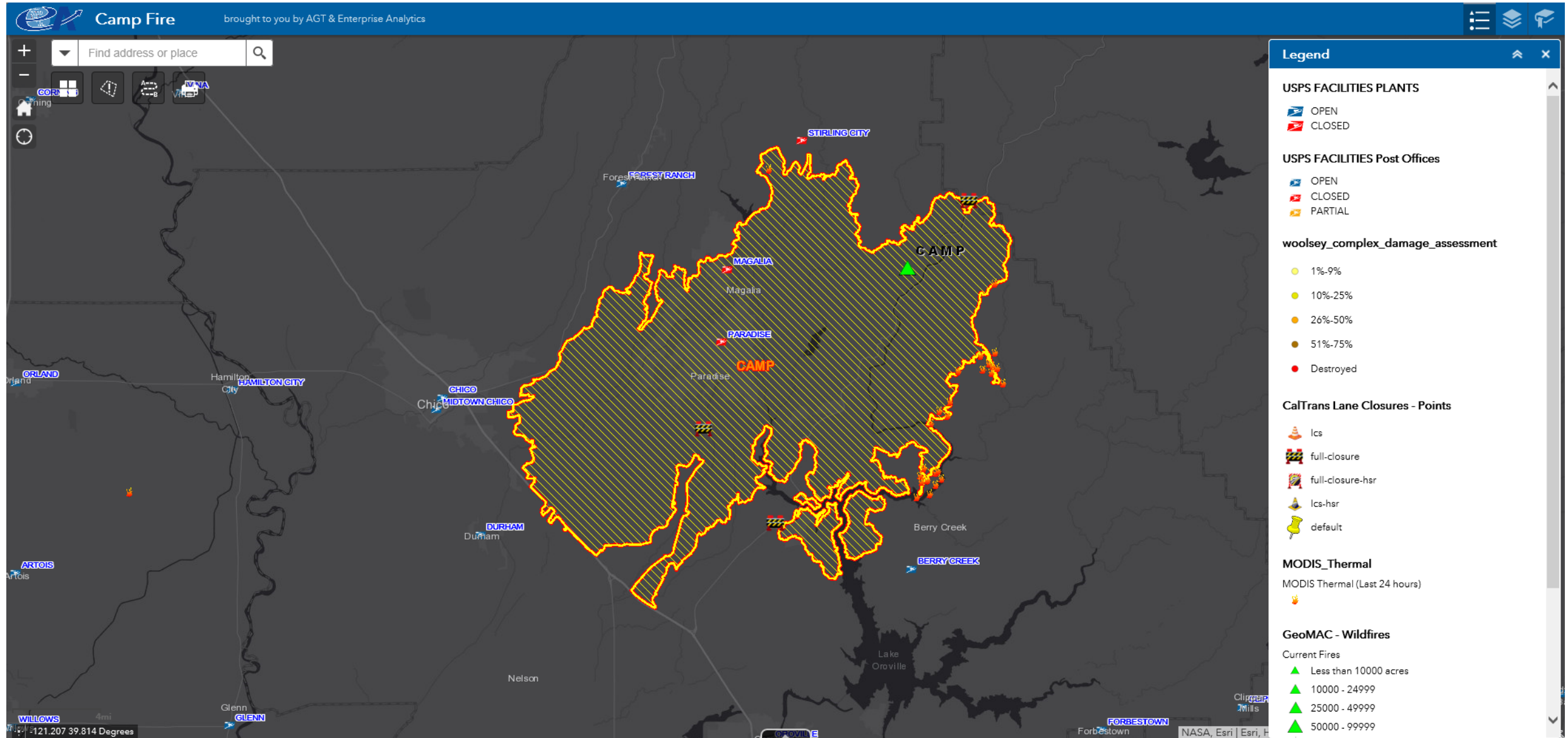
Mailers requesting Secure Destruction are eligible for an exemption from Move Update non-compliance assessment fees.

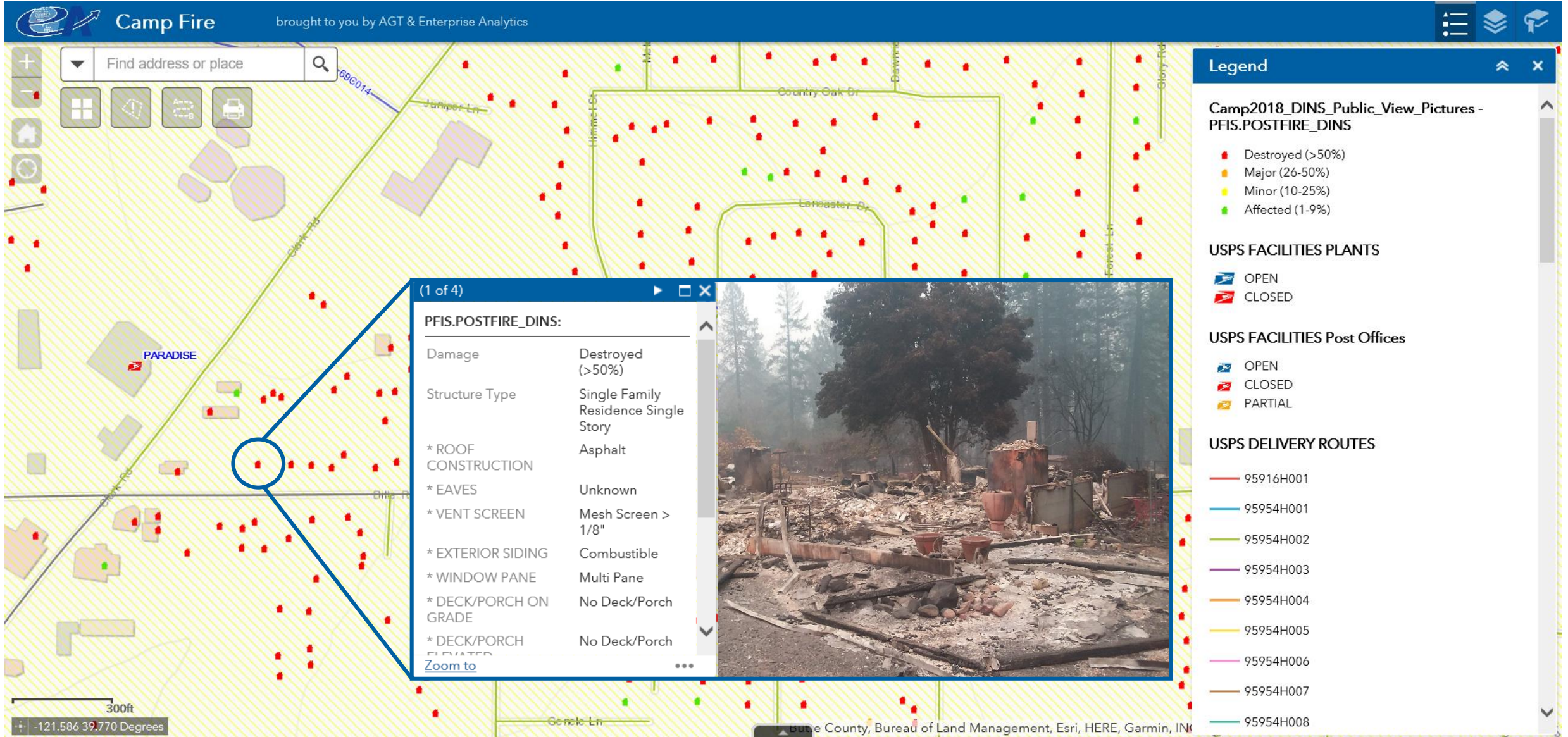


Mailers reduce assessment risk through Address Quality Census Measurement & Assessment Process.



Addressing & Geospatial Technology







API Driven Solutions

Thoughts, Ideas and Roadmap

*fundamental change in how we share shipping information – at the piece level instead of the file level
.....shift away from file to APIs*



- Seamless Customer Experience
- Eliminate Shipping Files
- Real Time-Open pipe data stream
- Chain of Custody
- Address Correction Service
- Eliminate latency and digital drag
- Innovation opportunities

Simplification



- Transactional, mail piece level data processing instead of file based exchange
- Eliminate multiple file specifications, versions, types, and content rules



- Improves flexibility
- Reduce latency



- Near real time activation of new customers



- Opportunities to reduce development costs and simplify structural changes
- Eliminate batch interfaces and transfers to multiple systems
- Minimize outages
- Streamline certification and onboarding
- Enables integration of new/emerging technology



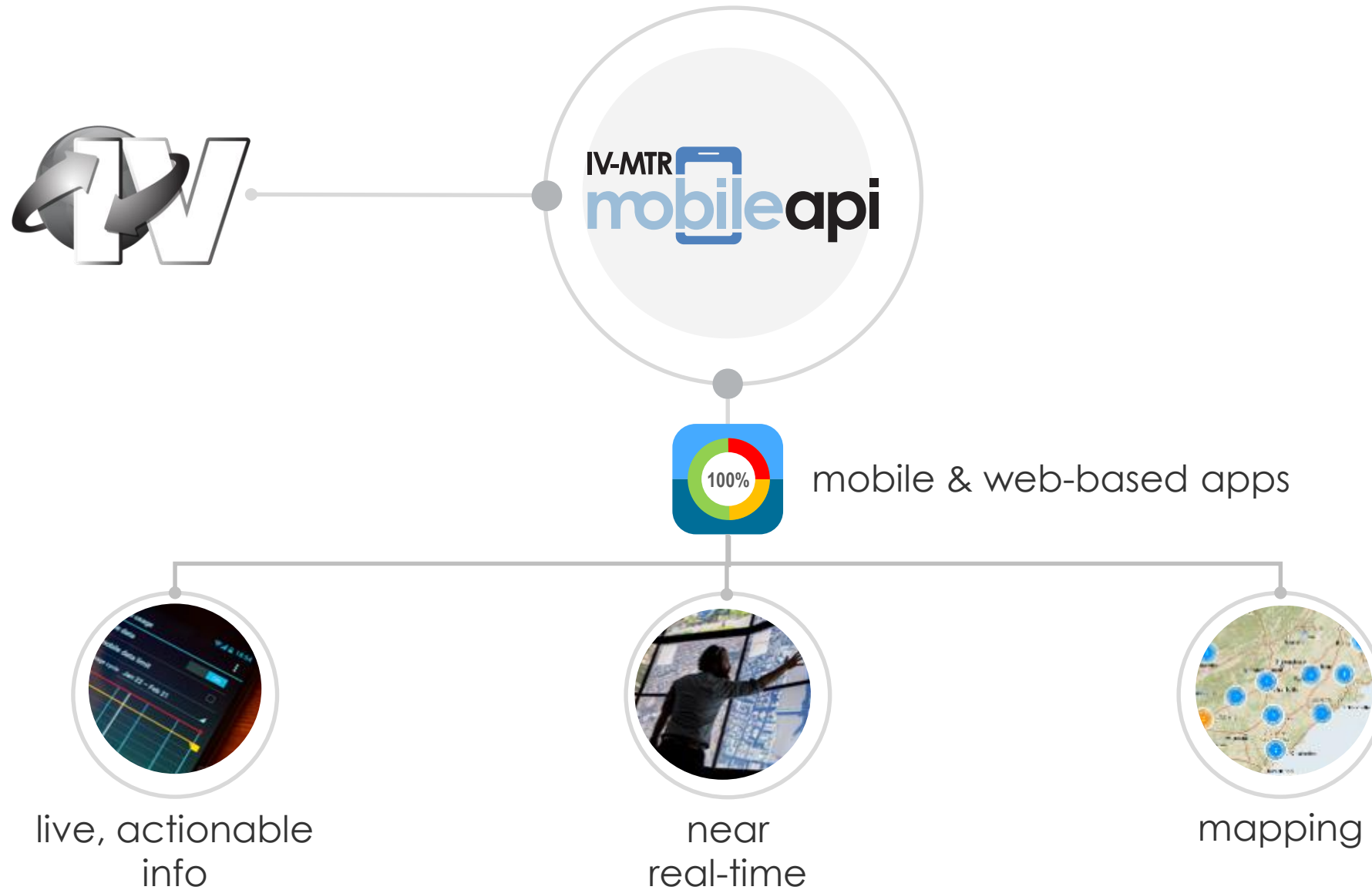
- Piece level reconciliation for
 - Payment
 - Billing
 - Auditing and Financial Compliance
 - Scans
 - Notifications
 - Contacts

Intelligent Data





IV-MTR API Development



Mail Tracking Web Services



- Piece level attributes and scan events based on Intelligent Mail Barcode (IMb)
- Container attributes and scan events based on an Intelligent Mail container barcode (IMcb)
- Handling unit (tray) attributes and scan events based on an Intelligent Mail tray barcode (IMtb)

New Admin API Web Services



- Data Delegation
- Data Feed
- Saved Entity
- Data Feed File History
- Address Book



Election Mail Web Services



- Return Ballot Tracking

**Education Support
Web Services**



- Historical Data Web Services
- Educational Scenario Web Services

**IV-MTR Aggregation
Web Services**





Election Mail

The USPS is providing ways to increase the visibility of Vote By Mail in a number of ways:

IV-MTR has developed a method that will enable the voting public to track the USPS possession of their Vote

- A 6 digit Unique Keycode matched to the IMb will be exchanged that is then passed to the voter when the ballot kit is delivered
- The Voter will use the Keycode to track their ballot through the USPS.COM portal






2 methods were created to provide the Ballot tracking Keycode

- 1 is within the IV-MTR application that provides a means to upload barcodes or CSV file containing hundreds of thousands of IMb's (screen shot below)
- The second is the creation of a IV-MTR Application Program Interface (API) that will enable the same function and authentication

Both methods are now available using IV-MTR login credentials through the application or API authentication token

UNITED STATES POSTAL SERVICE Informed Visibility®

QUERIES & FEEDS DATA DELEGATION ADDRESS BOOK

USPS Return Ballot Tracking IMb-Key Code Lookup

Enter up to 100 barcodes below or upload a CSV file of barcodes (30MB limit). IMBs must have a Return Ballot STID and unique serial numbers and must be either 20 or 31 digits. Submitting the same IMb multiple times does not guarantee you will get the same Key Code each time.

Enter line or comma delimited barcodes

Key Code Mapping Results Files are saved for 7 days

Key Code Mapping Results File Name	# of records
------------------------------------	--------------

UPLOAD CSV SUBMIT CLEAR

- Once the voter has their Vote By Mail kit, the keycode is presented to them within that packet that will enable their tracking USPS possession through the USPS.COM interface
- This interface is being developed that will enable voters to access the Ballot Tracking module, enter the keycode and see the moment of USPS possession with date, time and facility location information



USPS Return Ballot Tracking

Track your Vote by Mail - Return Ballot by entering your 6-character key code.

Note: Key code is alphanumeric and is not case-sensitive.

- Use of the Ballot STID's will provide a number of benefits
 - Increased visibility of outbound/returning ballot mail within the automation environment
 - Enable passive identification and tracking of ballot mail
 - Increase public confidence in the "voting by mail" process
- The adoption of Election Mail STID's is a critical tool in our strategy to improve the Vote by Mail experience
- USPS will provide key codes to certified mailers that demonstrate use of MID and designated STID for outbound, and unique designated STID and serial numbers for return ballots
- **STID (777)** to be used for Returning First-Class Mail Reply Envelopes
- **STID (778)** to be used for Ballot Business Reply Mail by ZIP Envelopes
- **STID (779)** to be used for Ballot Permit Reply Mail by ZIP Envelopes

New Parallel	Current STID	Class of Mail	Address Correction
715	310	First-Class Mail	No Address Corrections
716	040	First-Class Mail	Manual Corrections
717	220	First-Class Mail	OneCode ACS
718	140	First-Class Mail	OneCode ACS
719	502	First-Class Mail	OneCode ACS
720	270	First-Class Mail	No Address Corrections
721	041	First-Class Mail	Manual Corrections
722	314	First-Class Mail	Full Service ACS
723	141	First-Class Mail	Full Service ACS
724	514	First-Class Mail	Full Service ACS
725	342	First-Class Mail	Full Service ACS
735	311	Marketing Mail	No Address Corrections
736	042	Marketing Mail	Manual Corrections
737	142	Marketing Mail	OneCode ACS
738	585	Marketing Mail	OneCode ACS
739	242	Marketing Mail	OneCode ACS
740	559	Marketing Mail	Traditional ACS
741	271	Marketing Mail	No Address Corrections
742	043	Marketing Mail	Manual Corrections
743	143	Marketing Mail	Full Service ACS
744	548	Marketing Mail	Full Service ACS
745	243	Marketing Mail	Full Service ACS
746	587	Marketing Mail	Full Service ACS

