



# ENTERPRISE ANALYTICS

MTAC  
Marketing

March 2019





# CASS / MASS Cycle 'O' Highlights

### Rules Clarification

- Vendors continue to request clarification of new rules
- NCOA<sup>Link</sup>® CRID/MID Requirement:
  - Why is this required? To align mail owner identification across all Postal systems
  - Who is required to provide the MID? NCOA<sup>Link</sup> MPE users

### Cross State

- City/State product will allow multiple states to be assigned
- 6,300 addresses impacted
- No CASS changes anticipated

### TotalDPS

New delivery point coding algorithm under development that resolves DPBC conflicts to increase Informed Delivery availability

- 5.4M conflicts
- 4.7M resolved
- 70K new conflicts

| TotalDPS Analysis               |           |       |  |           |       |  |        |       |
|---------------------------------|-----------|-------|--|-----------|-------|--|--------|-------|
|                                 | Total     | %     |  | Street    | %     |  | RR/HC  | %     |
| <b>Current DPBC Conflicts</b>   | 5,393,998 |       |  | 4,845,738 | 89.8% |  | 87,836 | 1.8%  |
| <b>TotalDPS Resolved</b>        | 4,732,246 | 87.7% |  | 4,656,767 | 96.1% |  | 75,479 | 85.9% |
| <b>New DPBC Conflicts</b>       | 69,877    | -1.3% |  | 61,780    | -1.3% |  | 8,097  | -9.2% |
| <b>DPBC Conflicts Remaining</b> | 731,629   | 13.6% |  | 250,751   | 5.2%  |  | 20,454 | 23.3% |

### Purpose

- Increase Informed Delivery availability
- Improve Delivery Point Sequencing
- Improve Enhanced Line-of-Travel Presort

### What's Impacted

#### Rural Route/Highway Contract Box numbers with

- Trailing Alpha
- Trailing Fraction

#### All street records with

- Trailing Alpha
- Trailing Fraction
- Street Secondary

### Who's Impacted

#### Engineering

- Address Matching Systems
- Sort Plans
- PARS

#### Mail Processing

#### Delivery

#### Enterprise Analytics

- Address Matching Rules (CASS)
- AMS Database
- Link Products



305 S MAIN ST.



305 S MAIN ST.



# Change-of-Address Updates

## Using Data Analytics to identify suspicious patterns





## Security Enhancements Under Consideration



### Internet Change-of-Address Identity Validation Services

- Enhance the User Validation
- Evaluate Use of One Time Pass Code

### Hardcopy In-Person Proofing

- Proposal that Mail In Option be Discontinued

### WG190: Business Change-of-Address

- Reviewing Business Change-of-Address Processes
- Recommendations to Enhance Customer Experience and Security

## COA Improvements

New Confirmation Letter for invalid addresses implemented January 1, 2019

*Customer Response improved from .3% to 2.1%*

Future: Allow USPS employees to modify COAs online to activate changes in a more timely manner

**USPS.COM**

**View, Edit or Cancel Your Change of Address Order**  
If you want to view, edit or cancel a Change of Address order you already submitted (whether at a Post Office™ or online), fill in the information below and click Get Started.

**Enter your confirmation code and new ZIP Code to get started**

Confirmation Code  
0000-0000-0000-0000

New Zip Code  
00000

**Get Started** Haven't changed your address yet? Submit a Change of Address order online.

**More Information**  
How to find your Confirmation Code  
If you submitted your form online, the confirmation code is on the confirmation letter sent to your new address.  
If you submitted your form at a Post Office, the confirmation code is on the confirmation letter sent to your new address.

**Official Change of Address Confirmation Letter**

**VERIFICATION REQUIRED** YOUR OLD ADDRESS

Mail will be forwarded for all persons at the old address with the following last name:  
**RECORD**  
Your mail will be forwarded to your NEW address, as you requested, on: **Nov 1, 2018**

**PROOF RECORD**  
123 MAIN ST  
WALTHAM MA 02453

**Our system indicates the address you entered may have improper format or inaccurate information. This could include missing or invalid information such as an apartment or suite number, directional information such as North(N), South(S), East(E) or West(W), or street name suffix information such as AVE, DR, or PL**

If the information on this page is incorrect, or if you have not received mail at your new address for **10 postal business days** or more, please call **1-800-ASK-USPS (1-800-275-8777)**. If you want to view, update, or cancel this Change-of-Address order, or change the date to start forwarding your mail, visit **managemymove.usps.com** and enter the Confirmation Code: **1829 5999 9000 0940**

**Failure to confirm your address may result in mail being delayed or returned to sender.**

**WHY THE YELLOW OR WHITE LABELS?**

Yellow stickers with your new address are placed on mail forwarded by the U.S. Postal Service. To receive your mail faster, notify the sender of your new address.

Please retain this Official Change of Address Confirmation page for your records as local agencies and/or resources may require it for proof of your move.

Yellow or white labels indicate the correspondent doesn't know your new address.

If you receive mail with a yellow or white label attached, notify the sender of your new address.

All of the paper used to produce the USPS® Official Change of Address Confirmation Letter was sourced from sustainable forests.

3344D2 1100 1100 0010 0010 1011 01 0344-040-0000307

## Increase COA Entries

### Email/Hardcopy Touchpoints

- Moved, Left No Address
- AMS Vacancy Change
- New Delivery Addresses

## Have you moved? Make it official with the USPS®

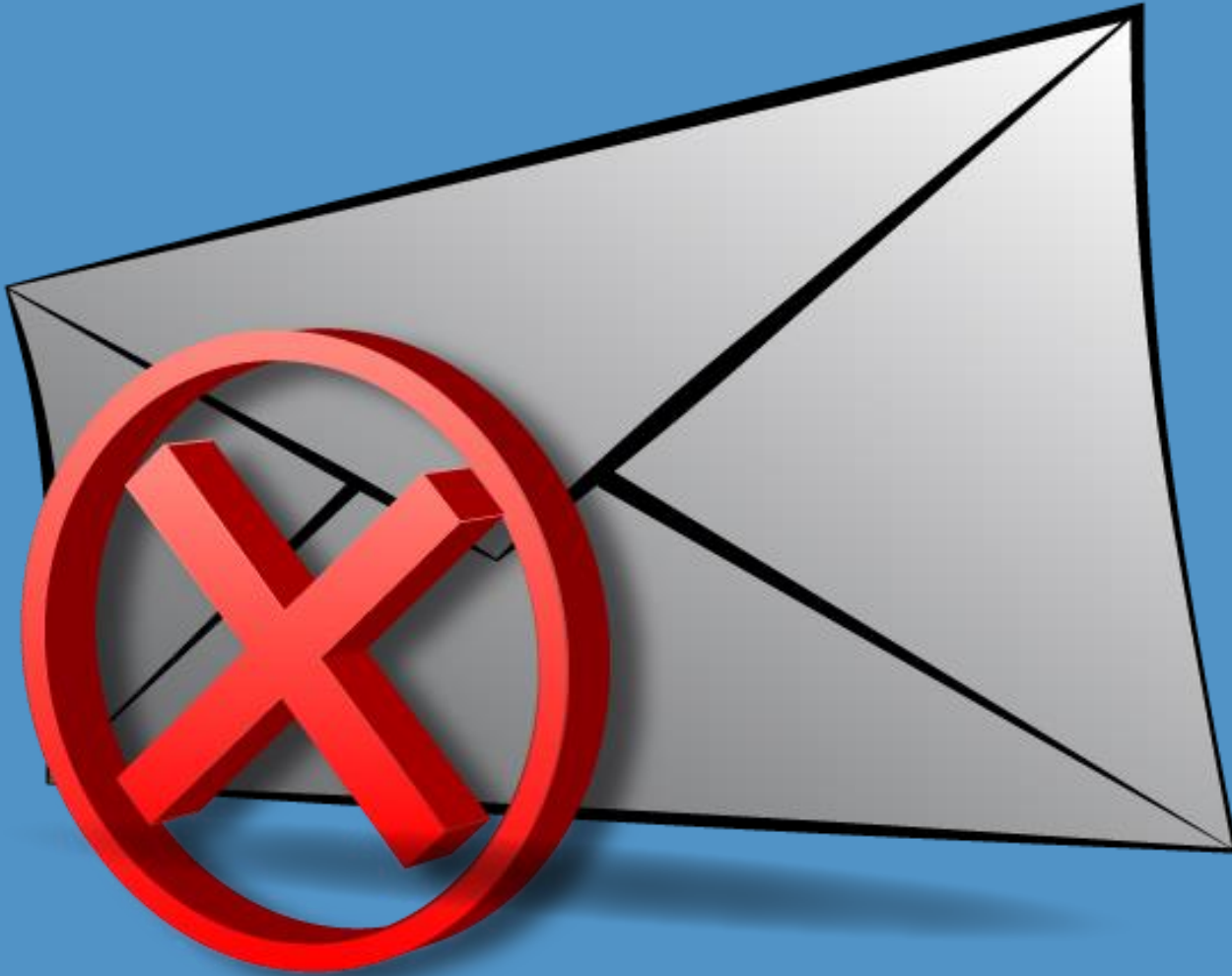
Make sure your mail moves with you! Update your information online with the USPS®, in minutes.

- The only official way to update your address online
- Safe, simple and secure
- Receive email confirmation immediately
- Get instant access to over \$750 in coupons & savings
- Sign up for Informed Delivery® to digitally preview and manage your mail

Change your address online now at **USPS.com/move**.

Or, scan the code for instant access to **USPS.com/move**, and we'll automatically fill in your new address on your online form.

FPO  
CODE

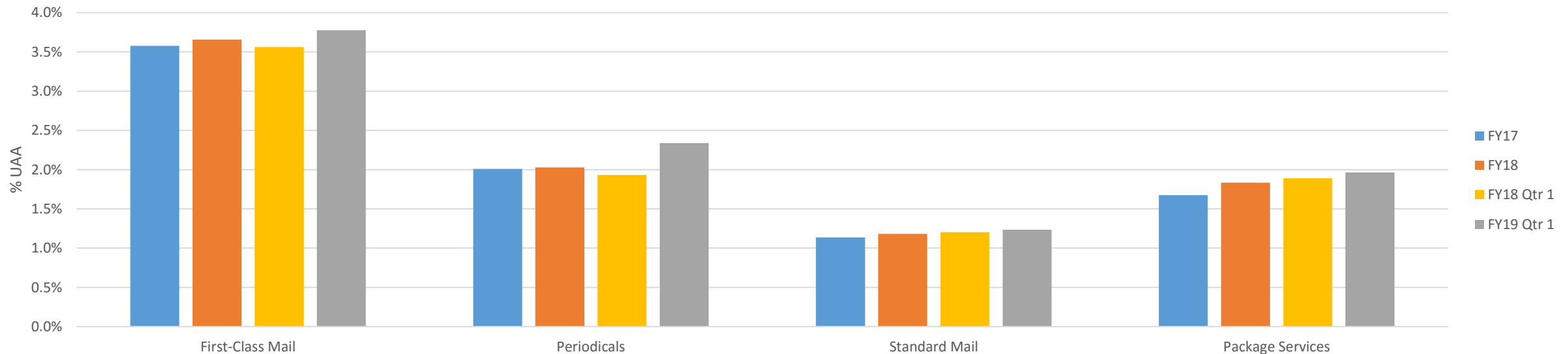


Undeliverable-  
As-Addressed

## UAA Mail Volume

| Mail Class       | FY17                         |                      |             |  | FY18                         |                      |             |  | FY18 Qtr 1                   |                      |             |  | FY19 Qtr 1                   |                      |             |
|------------------|------------------------------|----------------------|-------------|--|------------------------------|----------------------|-------------|--|------------------------------|----------------------|-------------|--|------------------------------|----------------------|-------------|
|                  | Total Mail volume (millions) | Total UAA (millions) | %JAA        |  | Total Mail volume (millions) | Total UAA (millions) | %JAA        |  | Total Mail volume (millions) | Total UAA (millions) | %JAA        |  | Total Mail volume (millions) | Total UAA (millions) | %JAA        |
| First-Class Mail | 59,733                       | 2,136.4              | 3.6%        |  | 57,468                       | 2,102.2              | 3.7%        |  | 15,512                       | 552.6                | 3.6%        |  | 15,055                       | 568.6                | 3.8%        |
| Periodicals      | 5,301                        | 106.5                | 2.0%        |  | 4,993                        | 101.3                | 2.0%        |  | 1,314                        | 25.4                 | 1.9%        |  | 1,198                        | 28                   | 2.3%        |
| Standard Mail    | 78,370                       | 891.1                | 1.1%        |  | 77,303                       | 913.6                | 1.2%        |  | 21,055                       | 253.1                | 1.2%        |  | 22,056                       | 272.3                | 1.2%        |
| Package Services | 620                          | 10.4                 | 1.7%        |  | 640                          | 11.7                 | 1.8%        |  | 180                          | 3.4                  | 1.9%        |  | 173                          | 3.4                  | 2.0%        |
| <b>Total</b>     | <b>144,024</b>               | <b>3,144</b>         | <b>2.2%</b> |  | <b>140,405</b>               | <b>3,129</b>         | <b>2.2%</b> |  | <b>38,061</b>                | <b>834.5</b>         | <b>2.2%</b> |  | <b>38,482</b>                | <b>872.3</b>         | <b>2.3%</b> |

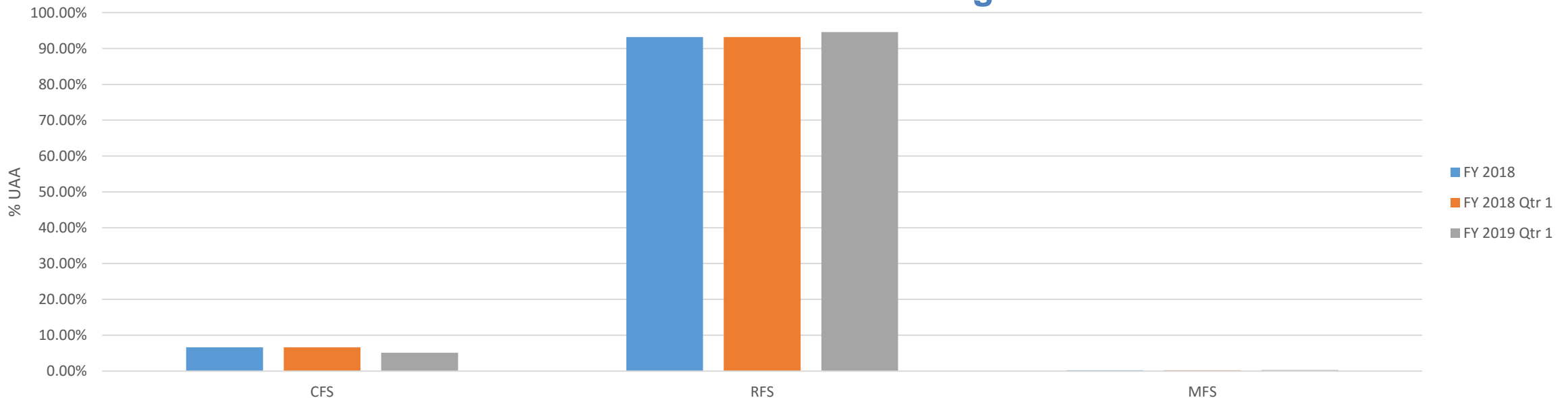
## UAA Mail Volume



## Remote Forwarding System (RFS) & Manual Forwarding System (MFS)

| UAA Processing | FY 2018           |            |           | Pct    | FY 2018 Qtr 1     |           |           | Pct   | FY 2019 Qtr 1     |           |           | Pct    |
|----------------|-------------------|------------|-----------|--------|-------------------|-----------|-----------|-------|-------------------|-----------|-----------|--------|
|                | UAA Parcel Volume |            |           |        | UAA Parcel Volume |           |           |       | UAA Parcel Volume |           |           |        |
|                | FWD               | RTS        | Waste     |        | FWD               | RTS       | Waste     |       | FWD               | RTS       | Waste     |        |
| CFS            | 373,121           | 1,044,105  | 1,100,439 | 6.60%  | 121,881           | 332,577   | 338,745   | 7.9%  | 82,694            | 220,509   | 245,902   | 5.11%  |
| RFS            | 8,253,443         | 22,024,155 | 5,197,550 | 93.20% | 2,226,306         | 5,653,221 | 1,394,063 | 92.0% | 2,315,363         | 6,369,877 | 1,469,025 | 94.57% |
| MFS            | 6,546             | 27,534     | 23,336    | 0.20%  | 1,899             | 5,428     | 2,850     | 0.1%  | 2,221             | 14,161    | 17,071    | 0.31%  |
| Total          | 8,633,110         | 23,095,794 | 6,321,325 |        | 2,350,086         | 5,991,226 | 1,735,658 |       | 2,400,278         | 6,604,547 | 1,731,998 |        |
| Pct Tot UAA    | 22.69%            | 60.70%     | 16.61%    |        | 23.32%            | 59.45%    | 17.22%    |       | 22.36%            | 61.51%    | 16.13%    |        |

### UAA Parcel Processing





ACS™

# ACS Charges

|  | First                | Periodical | Marketing            | BPM (Flats) |
|--|----------------------|------------|----------------------|-------------|
| <b>Full Service</b>                                    | Free                 | Free       | Free                 | Free        |
| <b>Basic</b>   | Free - If Qualified* | \$         | Free - If Qualified* | \$          |
| <b>Traditional</b>                                     | \$                   | \$         | \$                   | \$          |
| <b>*Refer to Notice 123 for non-qualified mailings</b> |                      |            |                      |             |

[https://pe.usps.com/text/DMM300/Notice123.htm#\\_c198](https://pe.usps.com/text/DMM300/Notice123.htm#_c198)

Per automated notice issued

|  |      |
|--|------|
| First-Class Mail letters (first two notices)   | 0.07 |
| First-Class Mail letters (per additional notice)   | 0.14 |
| USPS Marketing Mail letters (first two notices)<br>(includes first two notices provided after 30 days for USPS Marketing Mail full-service letters)                  | 0.10 |
| USPS Marketing Mail letters (per additional notice)<br>(includes third and subsequent additional notices after 30 days for USPS Marketing Mail full-service letters) | 0.27 |

Doesn't apply to qualified Full Service Mailers using a Full Service or Basic Service Type ID on First-Class or USPS Marketing Mail



Now Available

Signup Instructions:

[https://postalpro.usps.com/ACS\\_EPS\\_SignUp](https://postalpro.usps.com/ACS_EPS_SignUp)

**BMA Advisory**  
**January 25, 2019**

### **Eligible CAPS Mailers Must Migrate to EPS by April 1, 2019**

Enterprise Payment System (EPS) is now live for Postal customers. EPS allows vendors and customers to pay for Postal products and services through a single secure and easy to manage account, called the Enterprise Payment Account (EPA).

All eligible CAPS accounts must migrate to EPS by **April 1, 2019** –customers are encouraged to migrate sooner.

Customers who have at least a **SINGLE** non-eligible Product/Service for EPS do not have to migrate by this time. If a customer has 4 Eligible Products, but 1 non-eligible Product/Service, that customer will **NOT** have to migrate over. Only customers who have **ALL** eligible products will need to migrate over by April 1, 2019.

The following are the Products and Services not supported by EPS:

- Electronic Verification System (eVS)
- Parcel Return Service (PRS)
- Scan Based Payment (SBP)
- Merchandise Return Service (MRS)
- Official Mail Accounting System (OMAS)
- Premium Forwarding Service Commercial (PFSC)
- Share Mail
- Intelligent Mail barcode Accounting (IMbA)

To learn more about EPS and see the full list of both Eligible and Non-Eligible products/services follow this link: <https://postalpro.usps.com/EPS/MigrationFactSheet>

## ACSTM option comparable to Forwarded USPS Marketing Mail Letters & Flats

- Available to shippers unable to meet requirements for Shipper Paid Forwarding via IMpb ACSTM or Traditional ACSTM
- IMpb ACSTM enrollment required
- Shipping Services File NOT required
- “Change Service Requested” ACSTM Option 2 –
  - UAA Parcel forwarded when possible, discarded otherwise (Avoid Weighted Fee for returns!)
  - ACSTM notice provided – Electronic Address Correction Fee charged
  - Forwarded Fee charged only when forwarded – same fee regardless of weight.

More information can be found at:

<https://postalpro.usps.com/acs/IMpbACSTechnicalGuide.pdf>

*United States Postal Service®*

# INDUSTRYALERT

January 25, 2019

**Intelligent Mail® Package Barcode (IMpb) ACS™ Technical Guide**

The Intelligent Mail® Package Barcode (IMpb) ACS™ Technical Guide has been updated to reflect the new Small Parcel Forwarding Fee for Marketing Mail Parcels and Parcel Select Lightweight Parcels. Effective January 27, 2019, this service will be made available to customers by enrolling in IMpb ACS™. For pricing information, refer to [Notice 123 Price List](#).

The updated IMpb ACS™ Technical Guide can be located on PostalPro at [IMpbACS Technical Guide](#).

| Per piece forwarding fee (when service is provided in conjunction with ACS and applicable ancillary service endorsements) |      |
|---|------|
| Forwarded USPS Marketing Mail Letter  | 0.45 |
| Forwarded USPS Marketing Mail Flat  | 1.39 |
| Forwarded USPS Marketing Mail Parcel  | 4.53 |
| Forwarded Bound Printed Matter Flat   | 3.21 |
| Forwarded Parcel Select Lightweight Parcel  | 4.53 |

# Corporate Reporting Marketing



# Enterprise Analytics Service Performance

## In FY19 Q1, 74% of Full-Service mail was in Measurement

| Mail Class          | Mail Shape  | Commercial            | Full-Service Eligible | Full-Service          | In Measurement        | % of Full-Service In Measurement |
|---------------------|-------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| First Class Presort | Letter/Card | 9,495,274,107         | 9,144,361,881         | 8,833,304,585         | 6,039,026,192         | 68.37%                           |
| First Class Presort | Flat        | 167,112,231           | 150,194,003           | 126,902,316           | 82,048,404            | 64.65%                           |
| USPS Marketing      | Letter      | 14,969,059,543        | 14,692,989,647        | 13,270,944,124        | 10,512,614,899        | 79.22%                           |
| USPS Marketing      | Flat        | 6,049,709,261         | 4,458,088,168         | 3,787,232,669         | 2,651,942,122         | 70.02%                           |
| Periodicals         | Flat        | 1,112,082,273         | 1,072,929,280         | 989,251,880           | 664,165,372           | 67.14%                           |
| <b>Total</b>        |             | <b>31,793,237,415</b> | <b>29,518,562,979</b> | <b>27,007,635,574</b> | <b>19,949,796,989</b> | <b>73.87%</b>                    |

Metrics are for Mailing Dates 10/01/2018 – 12/31/2018  
Commercial and Full-Service Eligible Volumes sourced from PostalOne!

# Informed Visibility Update

**Operational Status indicator** that will be available at the piece level to show reason codes as USPS is aware of potential delivery delays. These first status indicators will be;

- Delivery Operations delays (weather, facility closure); PQ3 2019
- Customer HOLD MAIL indicator; PQ4 2019
- Bundle Irregularity- Complete. Will be provisioned after the Mailer Scorecard enhancement with MEPT. Currently set for April of 2019

## **Service Measurement Exclusion Indicator**

- USPS will provide reason codes for mail pieces excluded from USPS Service measurement. This will be through an API or by data download through the application **PQ4 2019**

## **Identifying Pieces with Special Services**

- This would provide insight on mailer applied IMB pieces that have Special Services (i.e. Certified, Signature Required) included on mail piece **PQ3 2019**

## **Mailer Transportation Visibility**

- Enhance the tracking of mailer provided transported mail. This enhancement will capture the GPS location of a handheld device or through a mailer transmitted API interface that will provide for actual arrival at USPS facilities. This will provide insight on the moment when mailer transported drop shipments arrive at USPS facilities
- Pilot to exchange GPS data is scheduled for February 2019. King Solutions to pilot with USPS

## **Manual Bullpen Visibility for flats mail pieces**

- This initiative will close the gap on manual operations by following a standardized process and scanning of mail worked in manual. Operation events will be added to include this mail into visibility and service measurement
- Manual Bundle process deployment is tentatively scheduled for PQ4 of 2019

**Predictive delivery date capability update**

- Piloting with industry to exchange advanced piece level data to determine predictive capability
- Assessment of PDD will enable us to refine PDD rules. We need to hit 95% threshold before we will make available externally
- No deployment date yet

**Task Team 25 - Provide an update on Mail Quality Data delegation enhancements and timeline for completion**

- Two defects identified by TT 25 will be part of the IV-MTR release on 2/16
- Other enhancements were discussed within User Group 4
- Delegation will be at the CRID level (CRID to CRID) – Tentative scheduled for 3/30 release
- Delegations at a more granular level (Role and/or Program Type) being evaluated as future enhancement

**Informed Delivery reports through IV-MTR**

- No date has been set for this deployment
- The ID team is making needed updates to their system and until this is complete, we are not able to assess the effort and provisioning of campaign data.

**Uptime metrics is a backlog item we will provide after the close the gap initiatives are completed**



## Mailer Transportation Visibility



### Project to improve Facility Access and Shipment Tracking (FAST) appointment process

- Current process uses Appointment Arrival to determine actual entry time and used for start the clock event for service measurement. FAST appointment arrival is manually entered by dock employee
- New process will use GPS data to announce arrival time. Mailer will transmit actual content to FAST system days in advance
  - IV PW/MI can use advanced exchange of appointment data for efficiencies in Dock assignment scheduler, employee scheduler
  - Industry will gain driver efficiencies by not waiting hours on multi-stop appointments/running out of time due to DOT regulations
- Piloting the proof of concept in February of 2019. results to be shared with MTAC user groups

- In FY19 Q1, over 81% of USPS Marketing Mail Flats had visibility
- DDU Entry had the lowest % of USPS Marketing Mail Flats which had visibility
- Breakdown by Entry Type:

| Entry Discount Type | % with No Visibility | % with Bundle Visibility | % with FSS Visibility | % with AFSM Visibility | % with Other Visibility |
|---------------------|----------------------|--------------------------|-----------------------|------------------------|-------------------------|
| DSCF                | 16.26%               | 51.35%                   | 18.10%                | 13.96%                 | 0.32%                   |
| DNDC                | 16.90%               | 33.87%                   | 15.23%                | 33.45%                 | 0.55%                   |
| ORIGIN              | 32.11%               | 23.73%                   | 8.23%                 | 34.66%                 | 1.27%                   |
| ASF                 | 14.94%               | 48.39%                   | 13.86%                | 22.35%                 | 0.46%                   |
| DDU                 | 60.48%               | 38.98%                   | 0.31%                 | 0.18%                  | 0.06%                   |
| ADC                 | 10.66%               | 30.16%                   | 0.84%                 | 58.33%                 | 0.01%                   |
| <b>Grand Total</b>  | <b>18.01%</b>        | <b>46.72%</b>            | <b>16.71%</b>         | <b>18.12%</b>          | <b>0.44%</b>            |

Note: Metrics based on Full-Service Volume with Start-the-Clock for Start-the-Clock Dates 10/1/2018 – 12/31/2018

- In FY19 Q2TD, over 84% of USPS Marketing Mail Flats had visibility
- DDU Entry had the lowest % of USPS Marketing Mail Flats which had visibility
- Breakdown by Entry Type:

| Entry Discount Type | % with No Visibility | % with Bundle Visibility | % with FSS Visibility | % with AFSM Visibility | % with Other Visibility |
|---------------------|----------------------|--------------------------|-----------------------|------------------------|-------------------------|
| DSCF                | 13.21%               | 51.45%                   | 19.03%                | 16.11%                 | 0.20%                   |
| DNDC                | 18.36%               | 34.21%                   | 14.07%                | 33.00%                 | 0.36%                   |
| ORIGIN              | 27.61%               | 20.93%                   | 10.04%                | 38.70%                 | 2.72%                   |
| ASF                 | 18.81%               | 44.18%                   | 13.27%                | 23.41%                 | 0.34%                   |
| DDU                 | 66.02%               | 33.62%                   | 0.04%                 | 0.16%                  | 0.16%                   |
| ADC                 | 10.91%               | 25.71%                   | 0.59%                 | 62.46%                 | 0.33%                   |
| <b>Grand Total</b>  | <b>15.72%</b>        | <b>45.61%</b>            | <b>17.23%</b>         | <b>20.95%</b>          | <b>0.50%</b>            |

**Starting January 30,2019, USPS HQ initiated a new certification process for Delivery units.**

**The activity was to be completed by Friday, February 8, 2019.**

### **Certification Activity:**

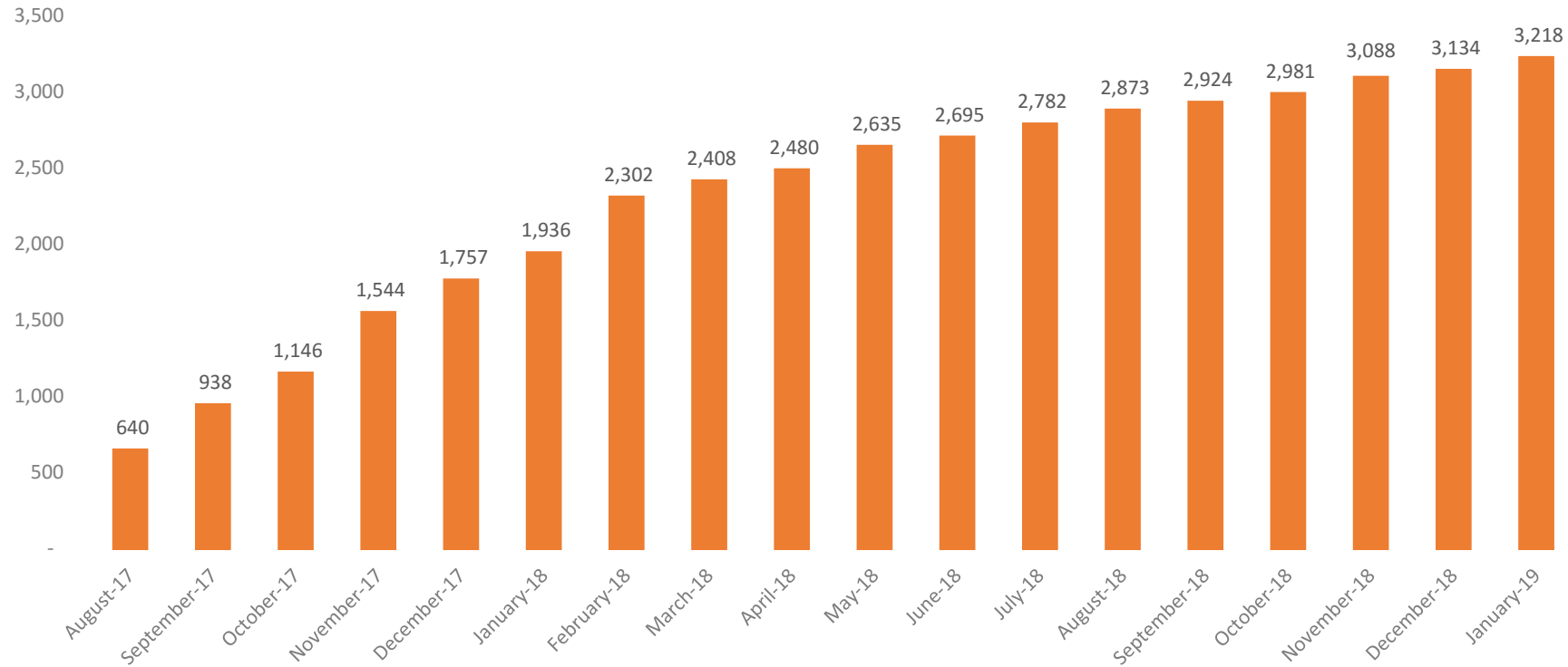
The Delivery Unit scanning of the trailer barcode, container barcode and inventory complete barcode addresses key mail visibility gaps. The Standard Work and Service Talk for this process must be reviewed in all Delivery Units. After review, these documents should be posted in the distribution operations area on the workroom floor.

The Bundle Visibility documents were posted on USPS HQ website for office certification

The documents for Bundle Visibility certification are below:

- Bundle Visibility Standard Work
- Supervisor and Manager Procedures
- Delivery Unit Service Talk

## CRID Activations in IV MTR



**User Growth 125 %**  
 Total users 3218 as of Jan 2019  
 (up from 1,426 in Dec 2017)

**IV Average Daily Statistics**

|                         |                    |
|-------------------------|--------------------|
| Container Scans         | <b>2 Million</b>   |
| Trays Scans             | <b>10 Million</b>  |
| Piece Scans             | <b>2.6 Billion</b> |
| Logical Delivery Events | <b>360 Million</b> |

# Bundle Visibility Update

## Timeline For Expansion Of Manual Bullpen Visibility

### **Pilot underway for Full Service Periodicals and Standard Bundles in Bullpens**

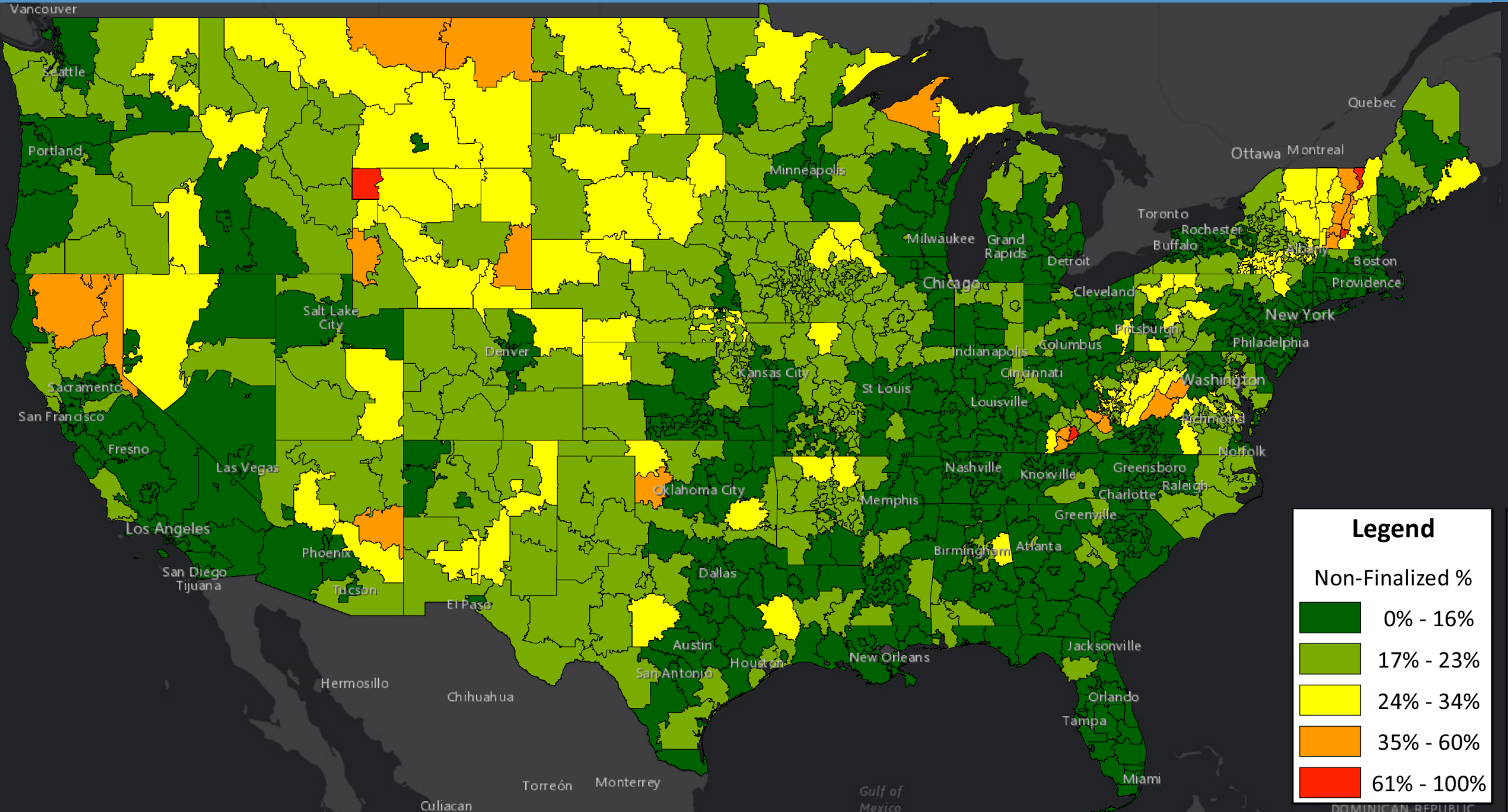
- Fills a visibility gap for FS Bundles not processed on APPS
- Ramp up initial sites in all postal areas – Beginning March 2019
- Implement in all Non-Mechanized bundle facilities - PQ 3 FY 2019
- Implement in all facilities for Bundles that bypass APPS – PQ 4 FY 2019

### **Full Service NEWSPAPER-Specific solution Roll-Out – Beginning February 2019**

- Fills a visibility gap for Newspapers
  - Track cycle times/efficiencies
  - Service Performance Measurement when fully implemented
- Initial focus: Originating plant metrics
- Dependencies:
  - Full Service Mailings: eDoc Accuracy and Barcode Readability
  - Sortation Equipment Standardization
- Challenges relative to “Turnaround” Mail – Mailer is dropping Handling Units from eDoc at Delivery Units as well as Origin plant






# Marketing Mail – Non-Finalized Volume Percent





**Legend**

Non-Finalized %

|   |            |
|---|------------|
|  | 0% - 16%   |
|  | 17% - 23%  |
|  | 24% - 34%  |
|  | 35% - 60%  |
|  | 61% - 100% |

DOMINICAN REPUBLIC

# Mail Visibility Applications (MVA)



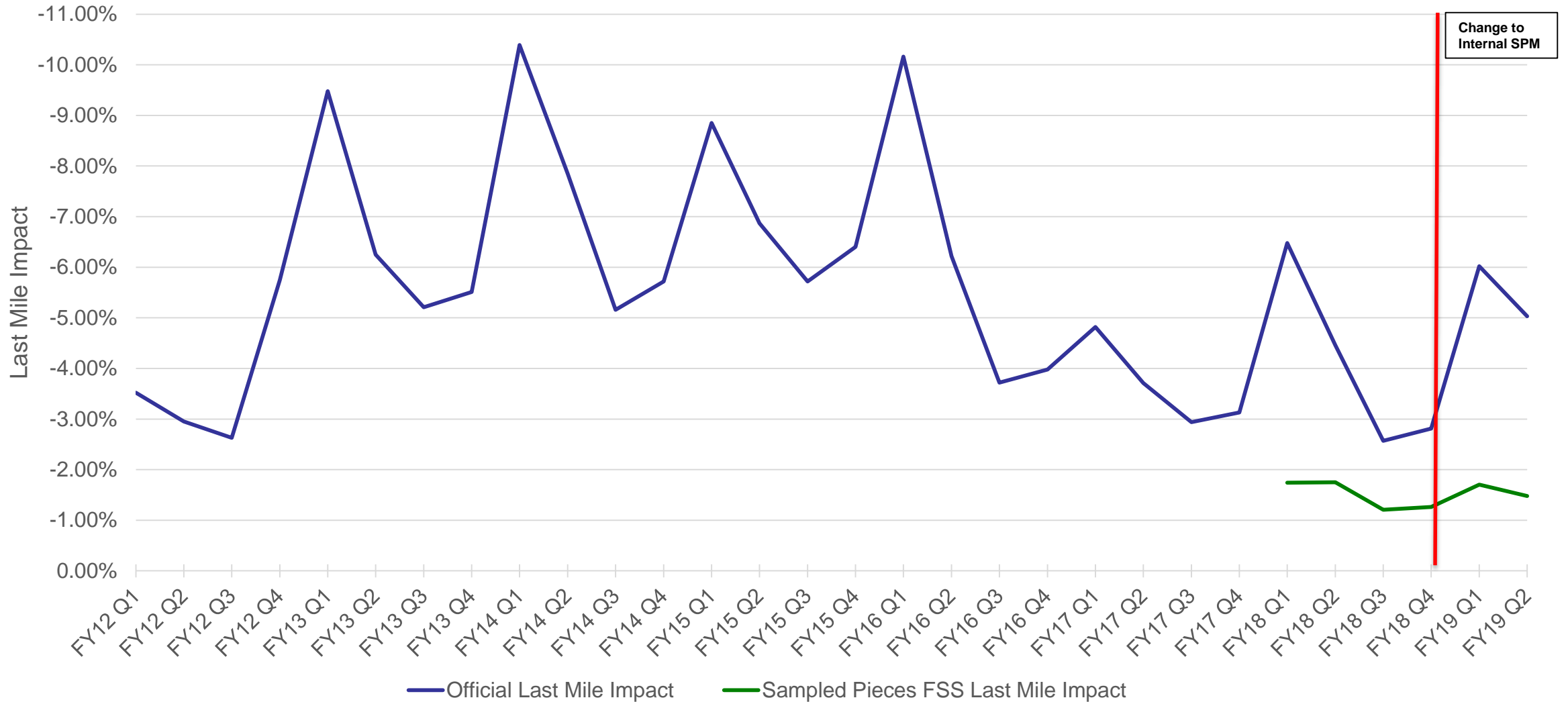
## Two internal mobile applications launched in September 2017:

- Mail History Application
  - Employees can use their USPS mobile devices to retrieve near real-time delivery information by scanning barcodes for containers, mail handling units, and single mail pieces
- Enhanced Barcode Diagnostics Application
  - Employees can use their USPS mobile devices to scan barcodes to retrieve diagnostic data of the visible elements of the barcodes scanned and highlight invalid data elements

**USPS is currently considering how to address long hauls.**

# Internal Service Performance Measurement

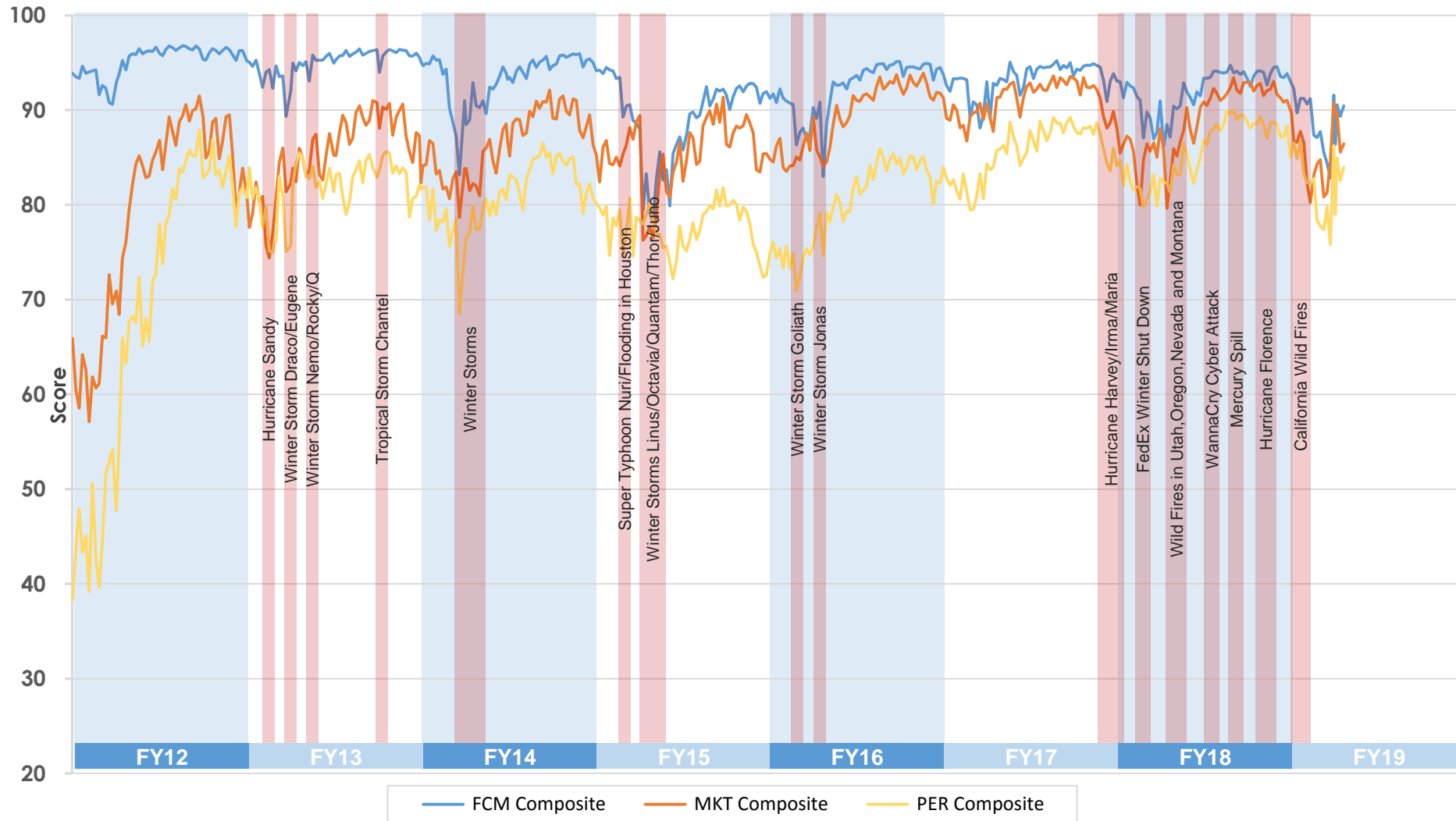
- Through Internal SPM, the Postal Service is able to measure more volume in First Mile, Processing, and Last Mile – enabling measurement to be more accurate, reliable, and representative
- Piece level data is now available at a more granular level– this has enabled operations to get transparency into service down to the route level
- Diagnostic visualizations developed using more real-time data have equipped operations to proactively identify top opportunities during the postal week



Sampled Pieces LMI sourced from Internal SPM through 02/08/2019

Official LMI sourced from Internal SPM for FY19Q1 and FY19Q2 through 02/08/2019

Official LMI sourced from Legacy SPM prior to FY19Q1



Notes: Legacy SPM FY12-FY18 results. FY19 Sourced from Internal SPM.



Thank You!