

ENTERPRISE ANALYTICS MTAC Packages







CASS / MASS Cycle 'O' Highlights

Rules Clarification

- Vendors continue to request clarification of new rules
- NCOA^{Link®} CRID/MID Requirement:
 - Why is this required? To align mail owner identification across all Postal systems
 - Who is required to provide the MID? NCOALink 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	%		
Current DPBC Conflicts	5,393,998			4,845,738	89.8%		87,836	1.8%		
TotalDPS Resolved	4,732,246	87.7%		4,656,767	96.1%		75,479	85.9%		
New DPBC Conflicts	69,877	-1.3%		61,780	-1.3%		8,097	-9.2%		
DPBC Conflicts Remaining	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.





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

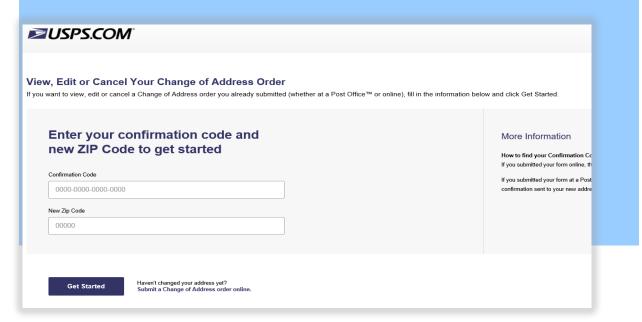


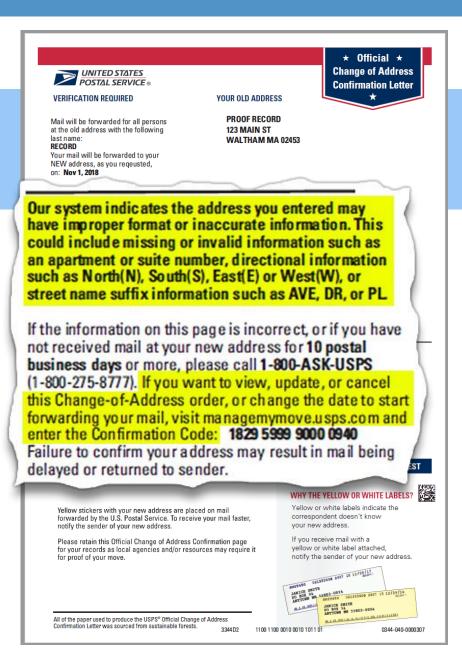
COA Improvements

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







Change-of-Address Promotions

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





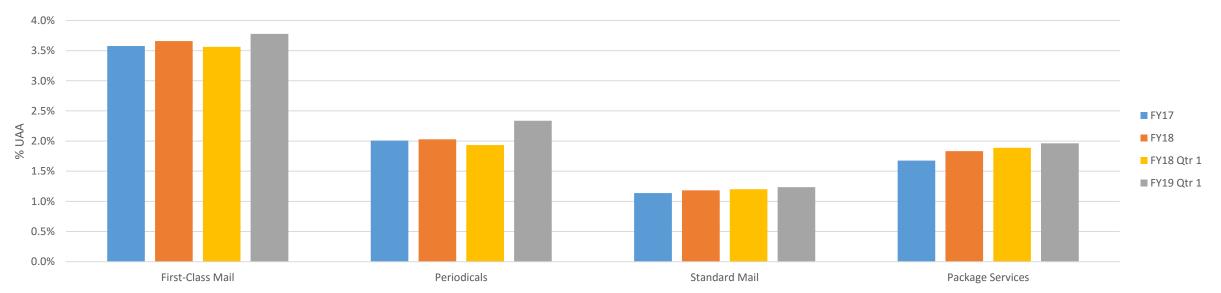


Undeliverable-As-Addressed



	UAA Mail Volume													
		FY17				FY18		FY18 Qtr 1				FY	19 Qtr 1	
Mail Class	Total Mail volume (millions)	Total UAA (millions)	%UAA		Total Mail Total volume UAA (millions) (millions) %UAA				Total Mail volume (millions)	Total UAA (millions)	%UAA	Total Mail volume (millions)	Total UAA (millions)	%JAA
First-Class Mail	59,733	,			57,468	2,102.2			15,512	,		15,055	568.6	
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%
Total	144,024	3,144	2.2%		140,405	3,129	2.2%		38,061	834.5	2.2%	38,482	872.3	2.3%

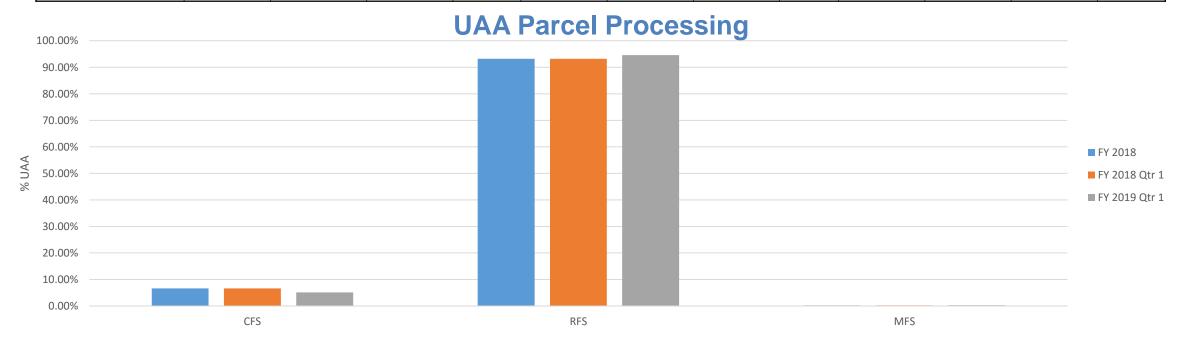
UAA Mail Volume





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

UAA Processing	FY 2018 UAA Parcel Volume			Pct	FY 2018 Qtr 1 UAA Parcel Volume			Pct	FY 2019 Qtr 1 UAA Parcel Volume			Pct
	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%	





FY18 Package UAA Analysis								
UAA Reason	Total	%						
Attempted, not known	122,921	9.9%						
In dispute	158	0.0%						
Insufficient address	64,018	5.2%						
Illegible	118	0.0%						
No mail receptacle	35,085	2.8%						
No such number	25,534	2.1%						
Deceased	4,608	0.4%						
Not deliverable as addressed/unable to								
forward/forwarding order expired	325,650	26.2%						
Refused	575,530	46.3%						
No such street	7,933	0.6%						
Unclaimed	54,237	4.4%						
Vacant	26,389	2.1%						
TOTALS	1,242,181							



Enterprise Payment System (EPS)

Now Available

Signup Instructions:

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 IMpb ACS 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 Packages



Packages

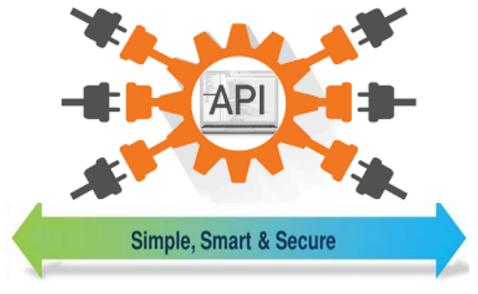
- Enhancing the Visibility Platform with API
- Update Shippers with overview of the EPPS
- Provide PASS process flow map & related activities
- Visibility for ExD Date Start the Clock on pieces nested to PMOD containers
- Populate Merchant Promise Date Fields in Shipping Partner Event File
- Shipping Partner Name Display
- IMpb Compliance Quality Metrics
- IMpb Compliance Quality Address Quality Federal Register
- Address Quality Requirement: Shipping Partner Event Benefits





Thoughts, Ideas and Roadmap

fundamental change in how we share shipping information – at the piece level instead of the file levelshift 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





Enhancing the Visibility Platform API Benefits for Customers

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

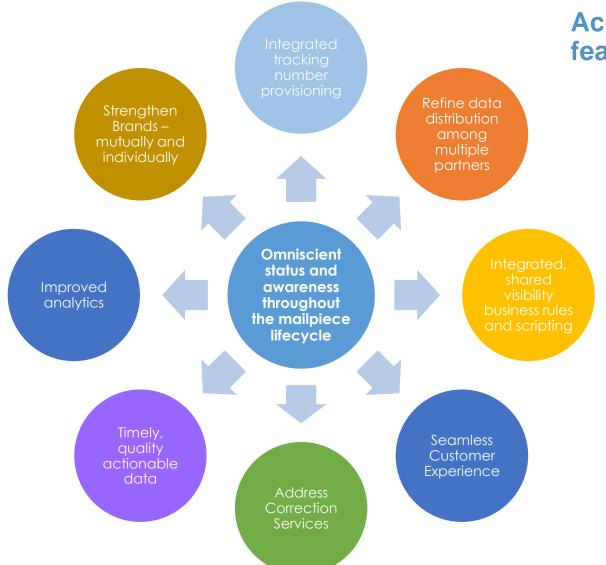






Enhancing the Visibility Platform API Benefits for Customers

Intelligent Data



Access to innovative features and enhancements

- Customers and partners
- Consumer channels
- Mail classes and shapes
- Aggregates/containers
- Points in the mail piece lifecycle



Enhanced Package Processing System (EPPS)

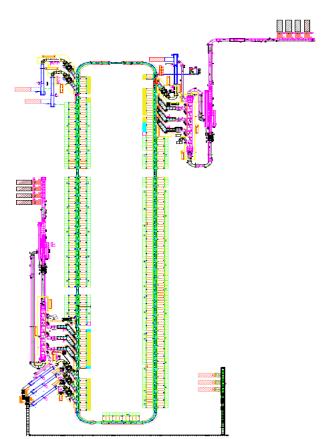




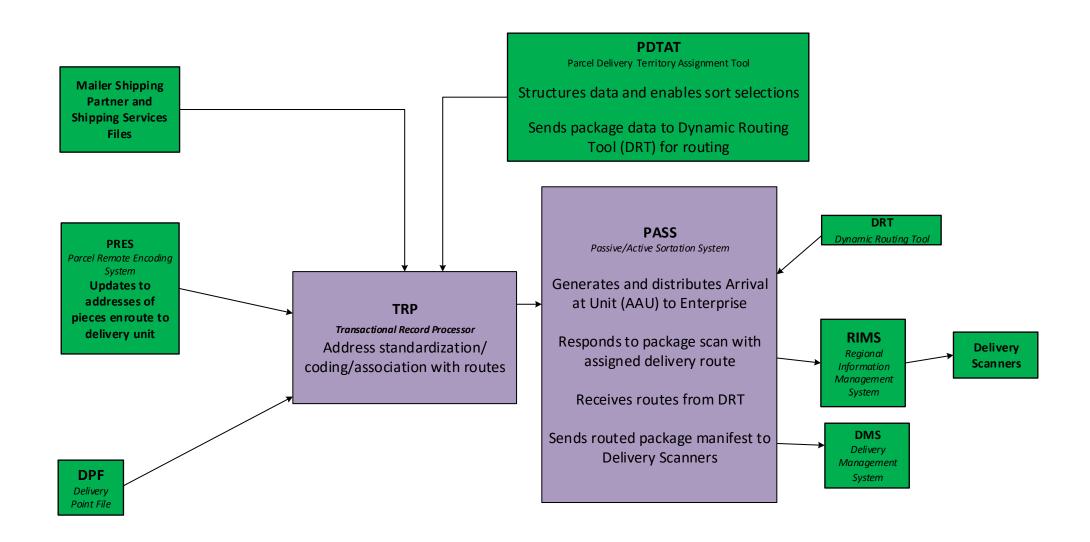
Enhanced Package Processing System (EPPS)

- Description: The Enhanced Package Processing System (EPPS) is a system that sorts
 packages and bundles using automated and semi-auto inductions and a recognition system that
 provides a passive means to acquire intelligence about location and distribution of mail pieces
 during sortation.
- Throughput/Capacity: 25,000/hour
- Deployment Date: 2018
- Quantity: 2 (Portland 2018 and Nashville 2019)
- Product Mix: Packages & Bundles
- Package Size (H"xW"x L")
 - Min: 0.05 x 3 x 3.5
 - Max: 15 x 18 x 22
- Package Weight (lbs.)
 - .1 to 25

EPPS overview will be an agenda topic at the EA Package Focus Session









Expected Delivery Dates for Packages Nested to PMOD Containers

Current events on packages nested to PMOD containers before entering the mailstream at destination:

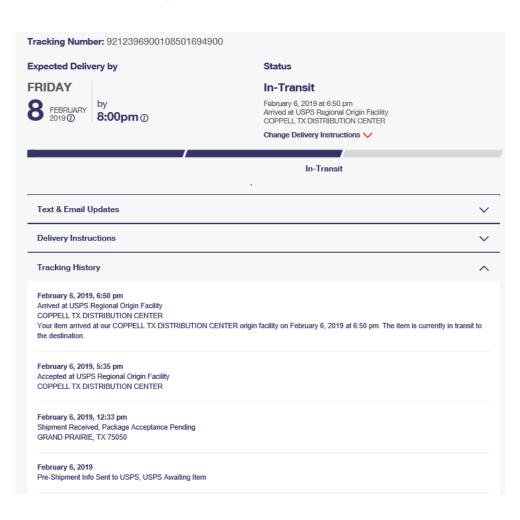
	Internal/Intranet Description	Customer Daily Extract Description	External (USPS.com) Second Level Scripting	External (USPS.com) First Level Scripting	External (USPS.com) Status Category	Event Description	Start the Clock Event?	Stop the Clock Event?	Ok to share externally?
AE	ARRIVE USPS FACILITY	ARRIVE USPS FACILITY	Arrived USPS Facility	Your item arrived at our CITY, STATE ZIPCODE facility on DATE at TIME.	In Transit	The item is in an Open & Distribute container that received an Acceptance (03) event.	No	No	Yes
DE	DEPART USPS FACILITY	DEPART USPS FACILITY	Facility or	Your item arrived at our USPS facility in CITY, STATE ZIPCODE on DATE at TIME. The item is currently in transit to the destination. Or Your item departed our USPS facility in CITY, STATE ZIPCODE on DATE at TIME. The item is currently in transit to the destination.	In Transit	The item is in an Open & Distribute container that received an Enroute (10) event.	No	No	Yes
OD	PROCESSED AT USPS DESTINATION FACILITY	PROCESSED AT USPS DESTINATIO N FACILITY	Processed At USPS Destination Facility	Your item was processed at our CITY, STATE ZIPCODE destination facility on DATE at TIME.	In Transit	The item is in an Open & Distribute container that received a Received at Opening Unit (41) event.	Yes	No	Yes



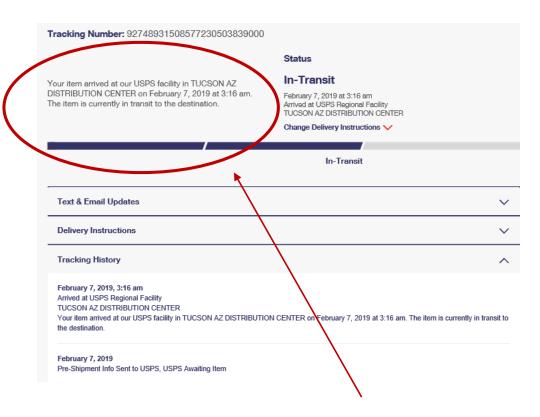
Expected Delivery Dates for Packages Nested to PMOD Containers

PMOD and **Nested PMOD** Examples

PMOD Sack/Container



PMOD Nested Package



No Expected Delivery Date provided on nested contents until Processed at USPS Destination Facility event created



Expected Delivery Dates for Packages Nested to PMOD Containers

Leverage Shipping Partner File and Shipping Label Created (GX) event to share delivery estimates shared with customers at order

- Improve Customer Experience by providing Expected Delivery earlier in the package lifecycle.
- Integrate and leverage advanced analytics and customer estimated delivery and promised dates
 - Shared via the Shipping Services File and Shipping Partner Event File
 - Reveal via internet and notifications for customers with high accuracy
- Reassure customer when to expect delivery
- Consistent experience from purchase to delivery
- Reduce Contacts



Populate Merchant Promise Date Fields Shipping Partner Event File Version 5.0 File

*Provide
Expected
Delivery Date
given to
Customer at the
time of order

Record Position	Field Name Format (Size) Descript		Description	Example	Content Rules and Limitations
223-224	Action Code	A(2)	Applicable valid action codes. 'V1" – Cancelled Label - Only applicable for GX Event "V2" - Package Delivered by Shipping Partner – Only applicable for GX Event	PP	Must be a valid code (spaces are not a valid code). If Pick Up and Return address is same then use code for shipment type "PC Postage", "Mail Owner", "Service Provider". Must populate Pick Up address. If Pick Up and Return address is different then all fields in both Pick Up and Return address must be populated.
225-232	Mailing/Tendered Date	N(8)	Date Partner or customer expects to tender the package to USPS	20140508	Format is CCYYMMDD Null value is valid.
233-240	Merchant Projected Delivery Date	N(8)	Date merchant communicated to customer to expect the delivery	20140508	Format is CCYYMMDD Null value is valid
241-241	Entry Facility Type	A(1)	Type of USPS facility where mail is tendered. 'A' – ADC 'B' – NDC 'S' – SCF 'D' – DDU 'F' – ASF 'I' – ISC 'O' – Origin Post Office	Α	For origin or destination entry facilities. Required for Drop Ship Mailers. Required for Parcel Return Service mailers to note pick-up facility type. Default is spaces.
242-246	Entry Facility ZIP Code	N(5)	5-digit ZIP Code of postal facility where the mail is tendered.	22201	Numeric only (0-9)



Populate Merchant Promise Date Fields Shipping Partner Event File Version 4.0 File

*Provide
Expected
Delivery
Date given
to
Customer
at the time
of order

Record Position	Field Name	Format (Size)	Description	Example	Content Rules and Limitations	EDI 240
171 – 172	Action Code	A(2)	Applicable valid action codes. 'V1" – Cancelled Label - Only applicable for GX Event "V2" - Package Delivered by Shipping	PP	Must be a valid code.	IF L1102 not = "ZZ" Then L1102
173 – 180	Mailing/Tendered date	N(8)	Date partner or customer expects to tender the package to USPS	20140508	Format is CCYYMMDD Null value is valid.	IF L1102 not = "ZZ" Then L1104
181 – 189	Merchant Projected Delivery Date	N(8)	Date when the package will be delivered to the customer.	20140508	■ Format is CCYYMMDD	IF L1102 = "ZZ" Then L1104
189 – 189	Entry Facility Type	A(1)	Type of USPS facility where mail is tendered. 'A' – ADC 'B' – NDC 'S' – SCF 'D' – DDU 'F' – ASF 'I' – ISC	A	•	IF L1102 = "ZZ" Then L1103
190 – 194	Entry Facility ZIP Code	N(5)	5-digit ZIP Code of postal facility where the mail is tendered.	22201	Numeric only (0-9)	IF L1102 = "ZZ" Then L1101
195-196	Customer Delivery Preference	A(2)	For future use		 Default is spaces 	CD301

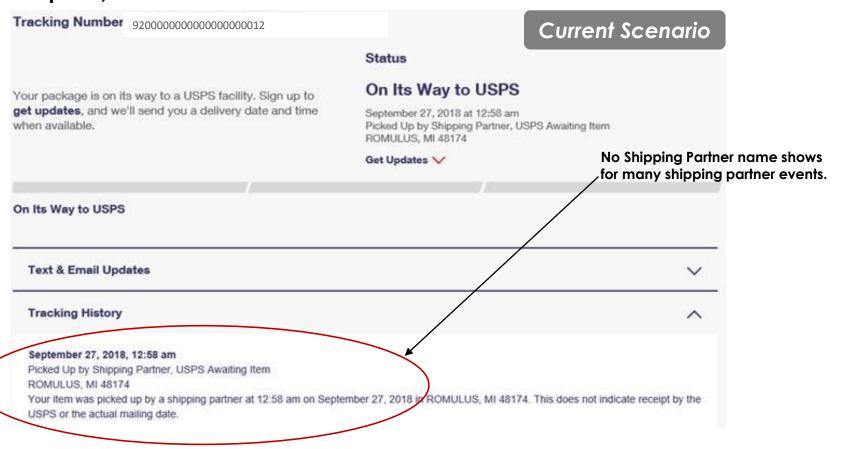


Shipping Partner Name Display Removing Internet Suppression Effective April 1, 2019

Enhanced logic now allows Shipping Partner names to be displayed or suppressed on USPS.Com at the Mail Owner (PIC) MID level

- Previous logic controlled name display and suppression at the Header MID (manifest) level only
- Does not change display names in Informed Delivery

Shipping Partner name suppression will be removed and all partner names displayed effective April 1, 2019





Shipping Partner Name Display Removing Internet Suppression Effective April 1, 2019

Shipping Partner names will display in tracking results on all consumer facing channels effective April 1, 2019

Exceptions can be requested to continue suppressing Shipping Partner name display for specific Mail Owner (PIC) MIDs for unique business reasons

- Email requests to IMpb@usps.gov
- Subject Line "Shipping Partner MID Display Exception"
- Requests must be received by March 15, 2019 to be processed before the April 1, 2019 effective date



IMpb Compliance Quality Metrics February 1st – 24th 2019

Address Quality



Measures percent of addresses* with enough information to validate to the unique exact 11-digit DPV ZIP Code when matched against the AMS Database.

- Benefits:
- Operational efficiency
- Enables personalized features such as My USPS
- Avoids operational costs (Manual scheme lookup/PRES Keying)
- Improves deliverability

Shipping Services File Quality



Measures percent of manifest records that pass key package level detail validations mitigating potential errors when processed in the PTR Database.

- Benefits:
- Supports timely postage payment and revenue assurance
- Enhances tracking and customer experience
- Provides digital awareness of packages that will be delivered by USPS
- Facilitates better workload planning
- Eliminates need for manual counts
- Enables better analytics, insights, decisions

Barcode Quality



Measures percent of tracking numbers that pass key validations for format and uniqueness* without errors or warnings when manifests are processed in the PTR Database and physically scanned.

- Benefits:
- Critical for visibility and the customer experience
- Creates the digital trail
- Supports payment and revenue assurance
- Facilitates operational efficiencies
- Foundational for current and future product offerings



IMpb Compliance Quality Metrics

Competitive Products Only (February 1st - 24th 2019)





IMpb Compliance Quality- Address Quality Federal Register Notice

- Established new IMpb Address Quality Threshold for January 2019
- Interim Final Rule Federal Register was published on December 11, 2018
- Final Rule will be posted when the Federal Government reopens and backlogs processed
- Comment period on or before December 31, 2018
- New 90% threshold for Address Quality effective on January 31, 2019
- Assessments based on new 90% threshold began February 1, 2019
- Link to Federal Register: https://www.federalregister.gov/documents/2018/12/11/2018-26665/change-address-quality-threshold-for-intelligent-mail-package-barcode

Change Address Quality Threshold for Intelligent Mail Package Barcode A Rule by the Postal Service on 12/11/2018 DOCUMENT DETAILS AGENCY: Printed version: Postal Service™ 12/11/2018 ACTION: Agency: Postal Service Interim final rule with request for comments Effective date: January 31, 2019. SUMMARY: Effective Date The Postal Service is revising Mailing Standards of the United States Postal 01/31/2019 Service, Domestic Mail Manual (DMM®) section 204.2.1.8 to update the Document Type: Address Quality (AQ) Compliance threshold for all mailers who enter commercial parcels. **Document Citation** DATES: Page: 63578-63579 (2 pages) Effective date: January 21 2010 39 CFR 111 Comment deadline: Comments must be received on or before December 31, Document Number: 2018 2018-26665 ADDRESSES: DOCUMENT DETAILS



Address Quality Requirement: Shipping Partner Event Benefits

Shipping Partner Event Files with Address Information

Shipping Partner Event Codes can be added that allow shipping partners and other mailers to provide their customers with additional visibility before the Postal Service receives the packages or the Shipping Services file

- Mailers that provide Delivery Address Information in their Shipping Partner Event Files allow USPS to scrub and validate
 Delivery Address in advance to receiving the mail piece.
- Shipping Partner Address can only help mailers that submit it, if an address does not match what's submitted in the
 Manifest. PTR will always take the address which yields the best results form AMS and give credit to mailers
- When destination delivery address information is included in the Shipping Partner Event File:
 - The address elements must be complete and have sufficient quality to yield a unique 11-digit ZIP Code valid for the delivery point.
 - Destination delivery addresses will be compared against the USPS address database for accuracy and ability to be validated to an 11-digit ZIP Code that is unique to the finest depth for the delivery point (including secondary information such as the apartment or

suite number).

- Each delivery address will be validated for each mail piece.
- An AQ non-compliance indicator will be assigned to packages and mail
 pieces with address information that does not validate to unique 11-digit
 delivery point ZIP Codes.



Shipping Partner Address Quality Requirements

Address and 11-Digit ZIP Code Delivery Point Validation

When Destination Delivery Address or 11 Digit Zip Code information is included in the Shipping Partner Event File to meet IMpb requirements, the address elements must be complete and have sufficient quality to yield a unique 11-digit ZIP Code valid for the delivery point as an "Exact Match"



Fields Impacted:

- · Destination ZIP Code
- Destination ZIP+4
- Destination Delivery Point
- Delivery Address
- City Name
- State

- For eVS Mailers, the final IMpb Compliance is measured on the date and at the time of the first Arrival-at-Post Office Scan for the package. The Arrival-at-Post Office event code is "07" which is provided in Scan Event Extract Files. If the address is included in the Shipping Partner File, manifest compliance is assessed at midnight (23:59:59) local time of the Arrivalat-Post Office event "07."
- Commercial software vendors or mailers who plan to incorporate the Shipping Partner Event Codes into their shipping/manifesting software must have their Shipping Partner Event Code files certified by Confirmation Services Support. We recommend, but do not require, that mailers elect to use Shipping Partner Event Codes during their initial certification process. While its use is optional, it must be properly configured.

Shipping Partner Event File Version 3.0/4.0

Field Name	Start Position	Length	Example
ED Records:			
Destination ZIP	71	5	32118
Destination ZIP + 4	76	4	5545
Destination Delivery Point	80	2	30
Destination Delivery Address	82	48	2545 S ATLANTIC AVE
City Name	130	28	DAYTONA BEACH
State	158	2	FL

Shipping Partner Event File Version 5.0

<u> </u>			
Field Name	Start Position	Length	Example
ED Records:			
Destination Delivery Address	134	48	2545 S ATLANTIC AVE
Destination Delivery City Name	182	28	DAYTONA BEACH
Destination Delivery State	210	2	FL
Destination ZIP	212	5	32118
Destination ZIP + 4	217	4	5545
Destination Delivery Point	221	2	30



Thank You!