



MTAC

Enterprise Analytics Periodicals

June 2019





CASS / MASS Cycle 'O' Highlights

Outstanding Questions

New Timeline:

- Cycle N has been extended to July 31, 2021
- Partnership In Tomorrow meeting will be scheduled & timeline updated once updated requirements are finalized

Resolving 11-Digit Conflicts

- Engineering test using TotalDPS algorithm showed positive results
- Efforts underway to evaluate cost of updating mail processing
- Final requirements for TotalDPS implementation undergoing internal stakeholder review

Outstanding Questions

NCOALink® CRID/MID Requirement:

- CRID is required to align mail owner identification across all Postal systems.
- MID is required for NCOALink MPE Users

WG 186 – Business Approach to Address Characteristics Indicators

- Impact requirements/implementation concerns pending WG Leadership meeting
 - MTAC Workgroup 186 does not impact CASS Cycle O requirements

NCOALink 100 Record Rule Change Request

- Awaiting industry proposal on how security of process would be maintained

SuiteLink® – Extraneous Output Options

- Clarification of existing requirements. CASS software can return extraneous information in several optional formats based on the input address

Additional CASS Cycle O Q&A is posted at:

https://postalpro.usps.com/mnt/glusterfs/2018-08/CASSCycleO2018_QA.pdf



Change-of-Address Updates

Increase COA Entries

Email/Hardcopy Touchpoints

✓ New Delivery Addresses

- *80K letters mailed*
- *10% response*
- *USPS will continue assessing value*

✓ Moved, Left No Address

- *115 emails delivered daily*
- *Response rate to be analyzed*

➤ AMS Vacancy Change



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
- Sign up for Informed Delivery® notifications to digitally preview and manage your mail
- Get instant access to over \$750 in coupons & savings

Change your address online now at [USPS.com/move](https://usps.com/move)



Or, scan the code for instant access to [USPS.com/move](https://usps.com/move), and we'll automatically fill in your new address on your online form.

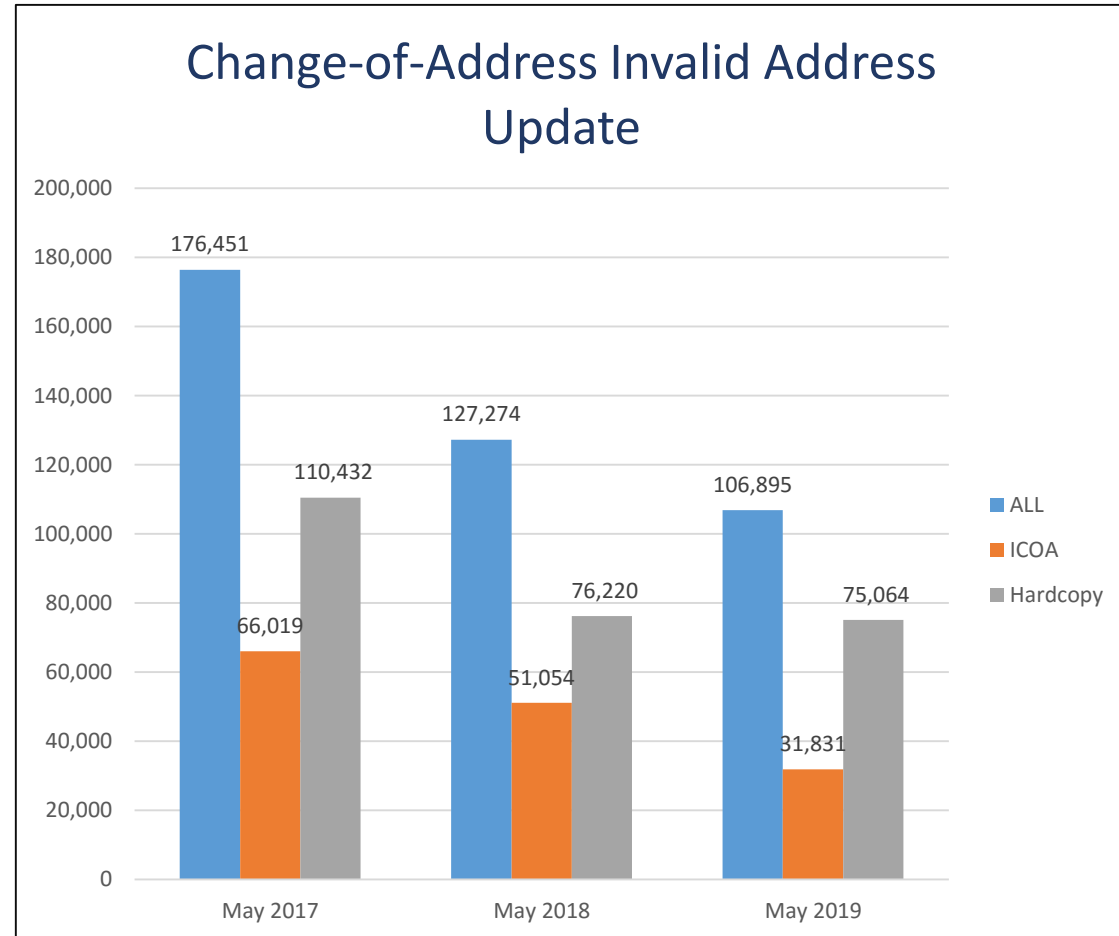
Benefits of New Digital Format

- Reduces daily print time by 6 hours which will allow MVLs to enter the mail stream sooner
- Includes Inspection Service seal to stress the importance of the letter



COA Address Improvements


- Decrease from May 2017 to May 2019
 - Overall – 40%
 - ICOA - 52%
 - Hardcopy – 32%
- How did we do it?
 - ICOA Rapid Key Implementation
 - Special Letters/Emails to Customers





Enhancements to MoversGuide Online application

- Improved interaction with customer to reduce COA issues. First week, 2,500 changed move type while answering questions
- Improved CMRA identification to reject COAs 17,000 invalid COAs yearly
- **Coming Soon:** Improve messaging to customer when address entered is invalid

Who's moving?


 Individual


 Family


 Business


Is the ENTIRE business moving? Yes No


More Information


Business
 Choose this option if your business is moving. Individual or Family orders that include a business address as the old address will not be processed. Existing or former employees cannot have their "personal" mail forwarded from a business.

Note: All mail sent to the business name entered below will be forwarded to the new address you're providing.

Who's moving?


 Individual


 Family


 Business

Do all individuals moving from this address share the same last name? Yes No

Is anyone with this same last name remaining at the address? Yes No

More Information

Family
 Choose this option and complete one form if everyone in your family has the same last name. If not all family members are moving, OR if some family members have different last names, choose the Individual option and submit a separate order for each mover.

Note: Filing a Family Change of Address means EVERYONE in the household with the same last name will have their mail forwarded to the address specified.

Recommendation Status

- 11 recommendations submitted
 - ✓ Recommendations 7,8 – Already implemented
 - ✓ Recommendations 1, 2, 4, 11 – Enhancements implemented
 - ✓ Special Letters/Emails
 - ✓ ICOA Rapid Key Implementation
 - ✓ AADE
 - ❖ Recommendation 9 – USPS unable to implement
 - Recommendation 11 – Forwarded to UG8 for consideration
 - Recommendations 3, 5, 6 – Under review



Extended Forwarding Concept

USPS® customers filing Permanent Changes-Of-Address currently receive mail forwarding for one year. After one year, mail sent to the “old” address is returned to sender.

What is Extended Forwarding?

Extended Forwarding gives moving customers the ability to request additional forwarding in 6 month increments for a fee:

- *Request made at USPS Retail Counters or online via MoversGuide*



Extended Forwarding Concept

Age of COA Compared to UAA Event				
	Permanent			
	% Family	% Individual	% Business	% All
Forwarded (Months 1-12)	92.9%	92.8%	86.1%	90.6%
RTS (Months 13-18)	7.1%	7.2%	13.9%	9.4%



ACS™

ACS Notification Analysis

ACS COA Notices

# OCCUR	BASIC W/ Fee		BASIC FREE		FULL SERVICE		TRAD	
1	3,524,217	40.3%	2,424,749	35.7%	171,412,535	39.7%	11,342,421	64.8%
2	1,577,017	18.0%	1,276,908	18.8%	91,759,700	21.2%	2,986,839	17.1%
3	900,428	10.3%	757,056	11.1%	46,515,706	10.8%	889,794	5.1%
4	573,047	6.5%	495,926	7.3%	29,386,184	6.8%	497,699	2.8%
5+	2,177,931	24.9%	1,845,321	27.1%	92,815,170	21.5%	1,793,416	10.2%
Total	8,752,640		6,799,960		431,889,295		17,510,169	

ACS NIXIE Notices

# OCCUR	BASIC W/ Fee		BASIC FREE		FULL SERVICE		TRAD	
1	1,829,168	37.7%	177,048	39.1%	132,650,688	36.1%	2,858,279	35.1%
2	889,908	18.3%	82,808	18.3%	70,425,290	19.2%	1,371,402	16.9%
3	444,432	9.2%	45,224	10.0%	42,561,172	11.6%	820,617	10.1%
4	305,719	6.3%	27,094	6.0%	28,017,791	7.6%	569,516	7.0%
5+	1,384,523	28.5%	120,424	26.6%	93,304,387	25.4%	2,517,572	30.9%
Total	4,853,750		452,598		366,959,328		8,137,386	

ACS™ Documentation Updates

Notice 123:

- Updated to remove and clarify information
- Changes effective immediately
- Postal Bulletin published May 9, 2019 defines changes
- DMM updates effective June 23, 2019

<https://about.usps.com/postal-bulletin/2019/pb22519/pb22519.pdf>

Guide to Intelligent Mail for Letters and Flats:

- Document removed from PostalPro

ACS™ File Format Technical Guide

- Updated to remove outdated information
- Industry Alert published April 26, 2019

DMM Revision: Full-Service Automation Option

Effective June 23, 2019, the Postal Service™ will revise *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®), sections 507 and 705, to delete inaccurate Full-Service address correction notice charges.

DMM 705.23.5.2, “Address Correction Notices,” currently states that there are address correction notice charges for Periodicals letters and flats after 60 days, and for USPS Marketing Mail® letters and flats and Bound Printed Matter flats after 30 days. However, the Postal Service never implemented address correction notice charges for these products and timeframes. Those references do not accurately reflect charges associated with Full-Service address correction service in the Mail Classification Schedule (which is currently \$0.00 per notice). Therefore, the Postal Service will remove mention of these inaccurate address correction notice charges from DMM 705.23.5.2.

The Postal Service will also revise DMM sections 507.1.5.2c and 507.4.2.2d, and [Notice 123](#), *Price List*, to include these revisions.

Although the Postal Service will not publish these revisions in the DMM until June 23, 2019, the standards are effective immediately.

United States Postal Service®
INDUSTRYALERT

April 26, 2019

USPS updates to ACS Technical Guide posted on PostalPro™

USPS has updated the ACS™ File Format Technical Guide to remove outdated information. The updated document has been posted to [ACS File Format Technical Guide](#).

For additional information or assistance please contact the ACS Support department at 877-640-0724 (Option 1) or email acs@usps.gov.



PS 3579/3547 Hardcopy Notices

PARS 3579 Suppression Process

PARS Volume Eligible for Suppression	% PARS Volume to Total Volume	% Eligible for Suppression	PRINTED		NOT PRINTED	
			% Manual Correction Requested	% Other Printed	% PARS Suppressed	% Converted to ACS
October 2018	34.6%	33.00%	Not Eligible	32.60%	52.20%	15.20%
Current	49.3%*↑	38.50%↑	Not Eligible	7.90%↓	70.50%**↑	21.60%↑

What We Have Done:

- ✓ Communicated directly with mailers
- ✓ Performed cleanup of National 3579 database
 - **Decreased PARS rejection*
 - ***Improved linkage of title to mailer information*
- ✓ Implemented CFS improvements to suppress 3579s

Next Steps:

- Modify CFS to use a national 3579 database as priority over local database



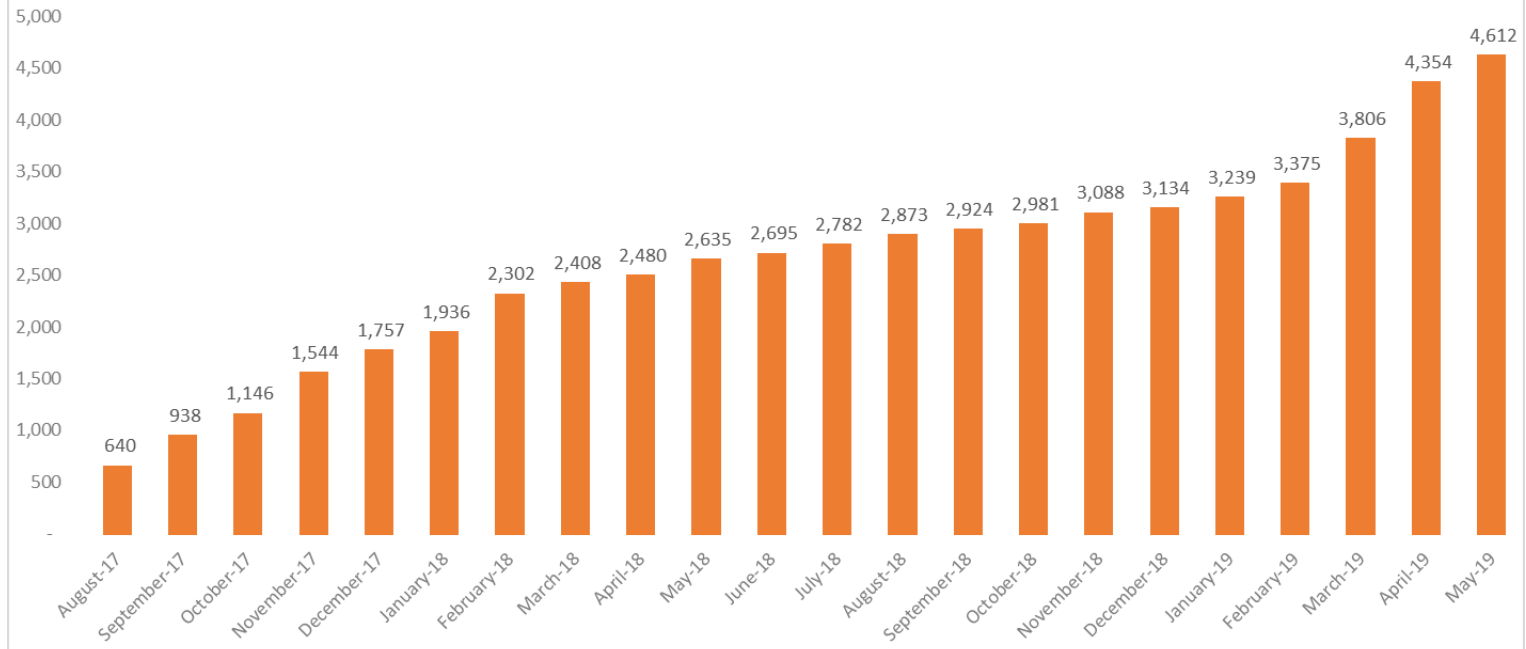
Enterprise Analytics

First-Class Mail®

Enterprise Analytics

Informed Visibility Updates

CRID Activations in IV MTR



User Growth 162 %
Total users 4,612 as of May 2019

IV Average Daily Statistics

Container Scans	2 Million
Trays Scans	10 Million
Piece Scans	2.6 Billion
Logical Delivery Events	360 Million

IV MTR	FY19 Q4	FY20 Q1	Future	Not in Planning
Data Enrichment	<ul style="list-style-type: none"> Enterprise Payment System (EPS) via IV-MTR Enhancements <ul style="list-style-type: none"> Deferred Payments – Q3 2019 Available Balance Information – Q3 2019 Manifested returns – Q4 2019 	<ul style="list-style-type: none"> Enable Letters/Flats with Special Services tracking 	<ul style="list-style-type: none"> Mail impacted by disruptive event (e.g. severe weather, natural disaster) Mail with Address Change Service Mail with Delivery Holds Start-the-Clock on Business Reply and Certified Mail Predicted Delivery Date Bundle Irregularity 	<ul style="list-style-type: none"> ACS and Secure Destruction data through IV Platform vs. EPS
Additional Field Operations to Increase Visibility	<ul style="list-style-type: none"> Implement Manual Bullpen operations in the field nationwide Pilot Remittance Visibility 	<ul style="list-style-type: none"> Enable Manual Bullpen visibility in mailer data feeds Implement Remittance Visibility 	<ul style="list-style-type: none"> Enable Remittance Visibility in mailer data feeds 	
New Capabilities	Continue piloting: <ul style="list-style-type: none"> Advanced Information Transportation Improvement 	Continue piloting: <ul style="list-style-type: none"> Advanced Information Transportation Improvement 	Rollout: <ul style="list-style-type: none"> Advanced Information Transportation Improvement Data feeds for: <ul style="list-style-type: none"> Informed Delivery Campaigns Service measurement exclusion reasons Package Visibility 	<ul style="list-style-type: none"> Piece images for scorecard errors similar to MQD errors
Enhance Usability	<ul style="list-style-type: none"> Data Delegation and Subscription Management Admin APIs Web application usability enhancements (including feedback from MQD UG11) Improved micro-services/API 			

PTR and IV-MTR: both systems are moving towards enabling API-based data transfer

- PTR roadmap is still under development
- IV-MTR has released APIs for receiving data attributes and scan events, pieces delivered, and data feed management



IV-MTR planning to provide special services tracking on letters and flats

- Enhanced tracking for certified and special services IMpb barcodes
- Requires mailer applied MID on the certified or special services mail piece
- Customer will be able to select the optional field in the data feed or One Time Query
- Tentatively scheduled for FY20

Manual Bullpen Visibility

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
- Launched 7 pilot sites –March 2019
- Implement in all Non-Mechanized bundle facilities - PQ 4 FY 2019
- Implement in all facilities for Bundles that bypass APPS – PQ 1 FY 2020

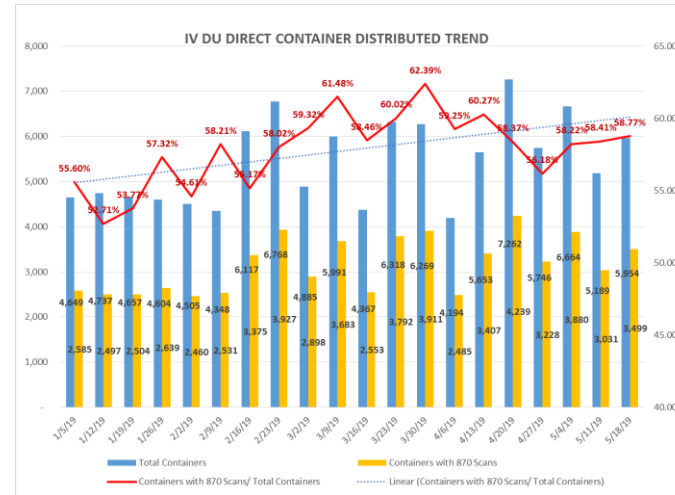
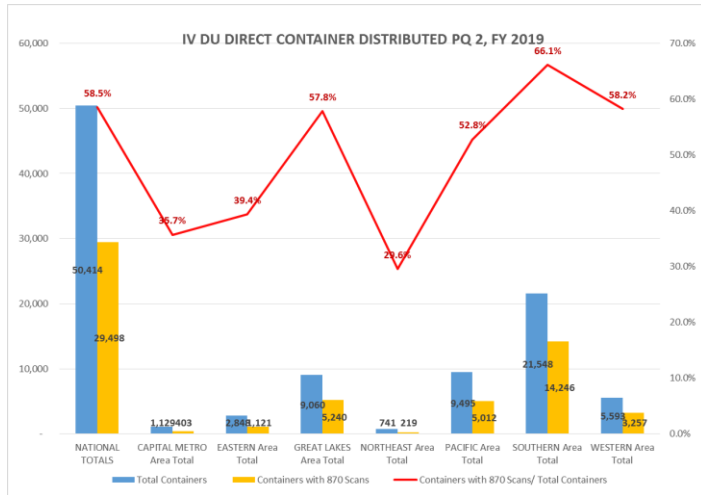
Full Service NEWSPAPER-Specific solution Roll-Out – February 2019

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

Flats/Bundle Visibility

Scan Rate of DU Direct Pallets of Full Service Bundles

DU Direct Pallets – Internal Reporting started in Fall 2018



Efforts to Improve Scanning Process and Compliance

- Updated and Certified SOPS, Standard Work, Service Talks
- Conducting coaching sessions with Top Opportunity Districts
- Identifying and addressing any other logical issues in reporting relative to container level, location dropped and destination (example: BMEU entered-DU Direct pallets)

- In FY19 Q3 TD, over 78% of Periodicals Flats had visibility
- Breakdown by Entry Type:

Entry Discount Type	% with Visibility	% with FSS Visibility	% with AFSM Visibility	% with Bundle Visibility	% with Other Visibility
DSCF	80.13%	17.33%	16.34%	46.31%	0.15%
ORIGIN	75.46%	11.63%	33.54%	29.84%	0.45%
DNDC	64.58%	6.91%	21.19%	36.41%	0.07%
ADC	72.63%	7.07%	37.31%	28.18%	0.07%
DDU	46.50%	0.02%	0.07%	46.40%	0.01%
ASF	79.31%	2.07%	34.85%	42.32%	0.07%
Grand Total	78.31%	15.49%	20.39%	42.21%	0.21%

- In FY19 Q3 TD, over 86% of USPS Marketing Mail Flats had visibility
- Breakdown by Entry Type:

Entry Discount Type	% with Visibility	% with FSS Visibility	% with AFSM Visibility	% with Bundle Visibility	% with Other Visibility
DSCF	87.93%	21.11%	15.05%	51.62%	0.15%
DNDC	83.31%	14.61%	37.68%	30.65%	0.37%
ORIGIN	77.63%	12.00%	46.25%	17.48%	1.90%
ASF	85.32%	14.70%	25.09%	45.29%	0.24%
DDU	57.52%	0.10%	0.19%	57.18%	0.05%
ADC	78.82%	0.44%	48.29%	30.09%	0.00%
Grand Total	86.32%	19.37%	20.65%	45.95%	0.35%

IV-MTR® & Mailer Visibility Applications (MVA)

Mailer Transportation Visibility (MTV)



Improve the Facility Access and Shipment Tracking (FAST) appointment process by leveraging GPS data sent for inbound appointments.

Current process

FAST appointment arrival is manually entered by dock employee. Appointment arrival determines actual entry time and is used for start the clock event for service measurement.

New process

Mailer IV-MTR® JSON API & MVA MTV Mobile app solutions provides flexible, low cost and easy to understand solution. Mailer will transmit actual content to FAST system in advance. IV® to use GPS data to determine dock arrival time.



GPS coordinates from the truck enter the Postal facility polygon

- arrival information updated
- trailer assigned to a dock door via the Dock Door Management System

Benefits



Enhanced appointment arrival and Start the Clock times



Reduced dock door and driver wait time



Streamlined unload process



Enhanced Mailer visibility of Assets prior to Postal Acceptance via IV-MTR[®]



Enables real-time communications between the mail transportation providers and the Postal dock staff

- Postal staff notified when truck is within range of Postal facility
- Transportation provider notified of dock door assignment
- Transportation provider acknowledges dock door assignment



Thank You!