Mailpiece Design Analyst (MDA)

Customer Service Help Desk Process

MDA Customer Service Help Desk

Agenda:

❑ Services Provided by MDAs

❑ Introduction to the new MDA Customer Service Help Desk Process

❑ MDA Customer Service Help Desk upgrades

❑ Call Process Flow

❑ Email Process Flow

❑ Contacting the MDA Customer Service Help Desk

❑ MDA Customer Service Contact Tips

❑ Additional Resources

❑ MDA Customer Service Survey

What Types of services are provided by Mailpiece Design Analysts?

MDAs have specialized industry expertise and can assist with:

- ❑ Technical mailpiece design questions
- ❑ Mailpiece analysis and physical reviews
- ❑ ABRM Tool Assistance and Reply Mail Artwork Requests
- ❑ Advice and evaluations on mailpieces for automation compatibility
- ❑ Providing information on Intelligent Mail
- ❑ Other tests, reviews and services related to the design of a mailpiece
- ❑ See the MDA Customer Service Help Desk Brochure posted on RIBBS for all services provided by MDAs

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What is the MDA Customer Service Help Desk?

The MDA Customer Service Help Desk is a centralized process that connects customers directly with Mailpiece Design Analysts (MDAs) who have specialized mailpiece design expertise.

Getting in touch with the MDA Customer Service Help Desk

Customers with Mailpiece Design requests may contact an MDA directly by dialing **855-593-6093**, or by sending an email to MDA@usps.gov .
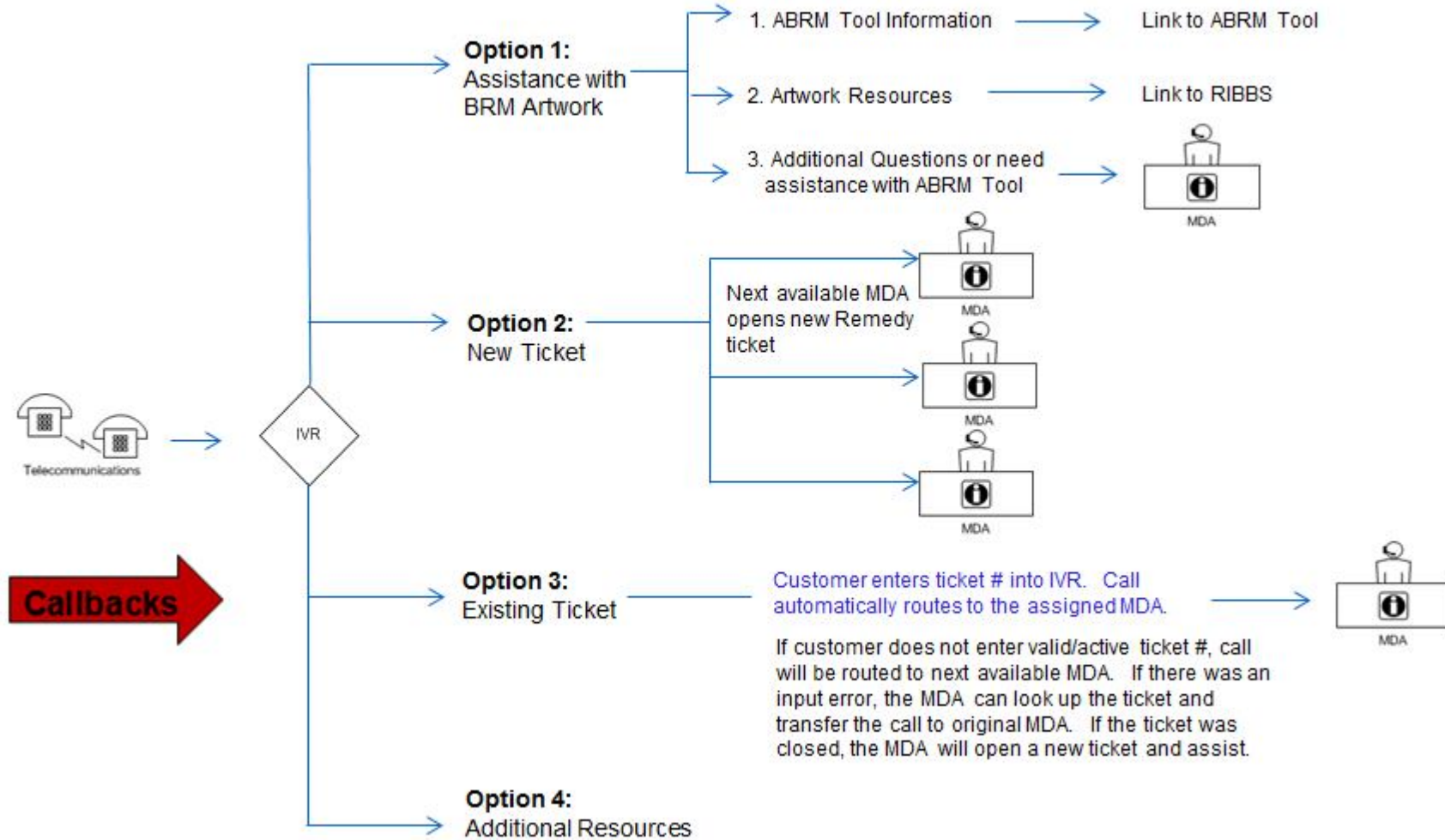
MDA Customer Service Help Desk hours of operation are
Monday through Friday, between **7:00 am and 5:00 pm CST**.

Upon contacting the MDA Customer Service Help Desk, a ticket is opened and provided to the customer. The open ticket/reference number can be used to connect directly with the MDA working the ticket by calling the MDA Customer Service Help Desk and selecting the corresponding Menu Option.
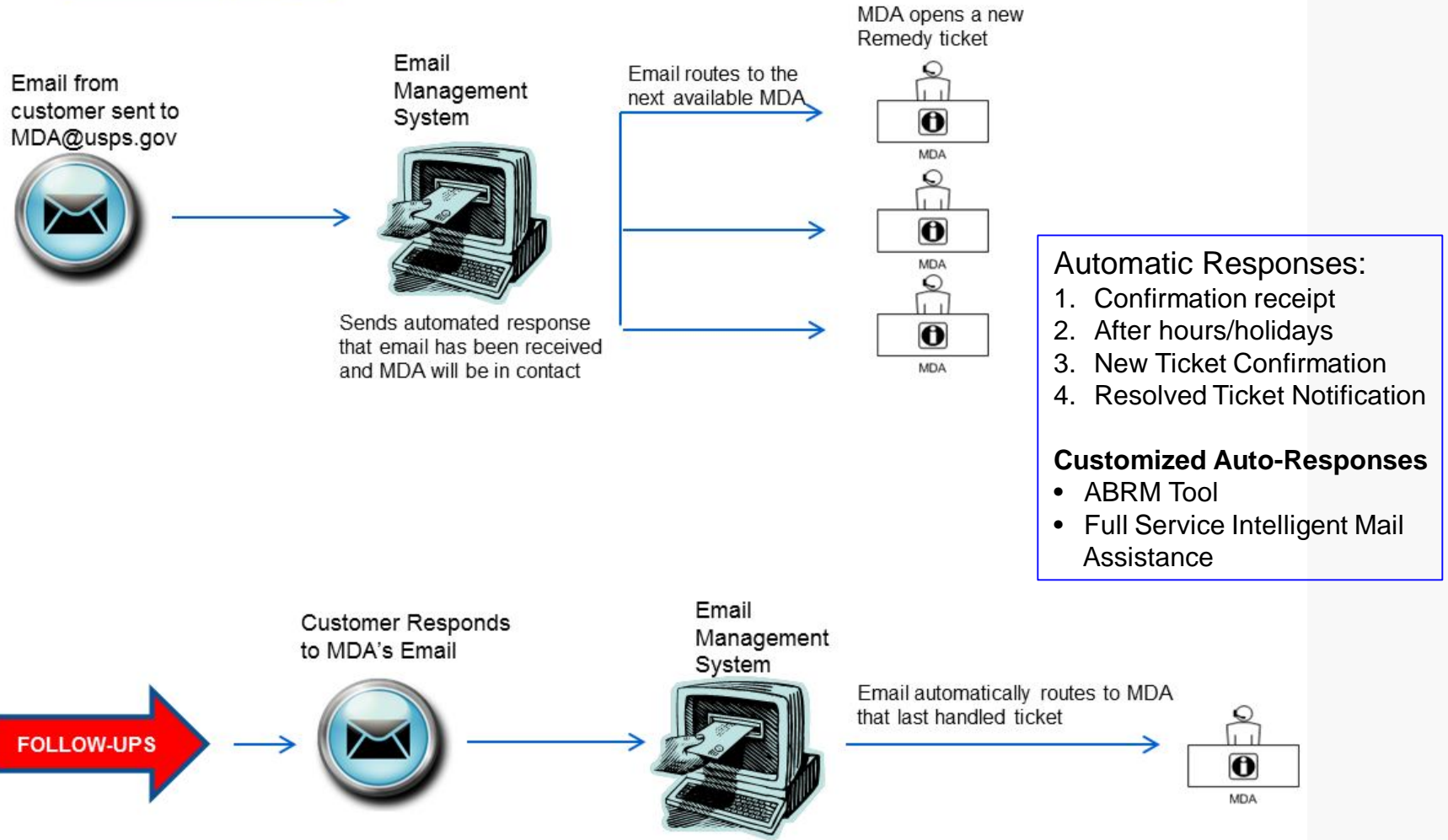
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- ❑ New telephone menu options
- ❑ Automatically connect with next available MDA
- ❑ Automatically connect with MDA working your ticket
- ❑ Centralized customer database recording system
- ❑ Email confirmation of Open ticket assignment
- ❑ Email notification when ticket is Resolved
- ❑ Additional Resources provided from the main menu

Callback Integration with Automatic Routing to Assigned MDA

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New MDA@usps.gov e-mail Routing to MDAs

Email from customer sent to MDA@usps.gov

Email Management System

Sends automated response that email has been received and MDA will be in contact

Email routes to the next available MDA

MDA opens a new Remedy ticket

MDA
MDA
MDA

Automatic Responses:
1. Confirmation receipt
2. After hours/holidays
3. New Ticket Confirmation
4. Resolved Ticket Notification

Customized Auto-Responses
- ABRM Tool
- Full Service Intelligent Mail Assistance

FOLLOW-UPS

Customer Responds to MDA's Email

Email Management System

Email automatically routes to MDA that last handled ticket

MDA

Contacting the MDA Customer Service Help Desk

Get directly connected with an MDA by calling **1-855-593-6093** or send an email to MDA@usps.gov.

- ❑ Please provide your contact name, company name, address, email address, and phone number
- ❑ To help expedite your request, when sending a new e-mail provide:
  - — Supporting documentation
  - — The Processing Category (i.e., card, letter, double postcard, self-mailer, or flat)
  - — Class of Mail
  - — Postage Payment Method
  - — Whether the piece will be pre-barcoded (automation-compatible, Full-Service)
  - — Include an electronic image of mailpiece to be evaluated
  - — For Reply Mail evaluations include a pdf file with crop marks and/or fold/perforation lines at 100% (no scaling).
  - — For artwork requests include:
    - ▪ Permit # and city of issue
    - ▪ Exact size needed
    - ▪ Name and address for the mailpiece
    - ▪ Mailer ID

MDA Customer Service Contact Tips

- ❑ Incorporate mailpiece design assistance as **part of the planning phase** of a mailing

- ❑ When calling the MDA Customer Service Help Desk about an existing/open ticket, **have your ticket number ready**

- ❑ When emailing the MDA Customer Service Help Desk with a new inquiry, **allow time for MDA to respond**

  — Sending multiple new emails will be routed to different MDAs

- ❑ When working with an MDA via email, **REPLY to *their* message to stay in the same email communication link**

- ❑ When replying to an MDA **keep the same subject line**

  — Changing the Subject line is interpreted as a "new" email by the system and is routed to the next available MDA

- ❑ **Send samples as attachment**

  — If you forget to send your attachment, wait for the MDA to reply to you and then send

Additional Resources

❑ For Full Service, or PostalOne! related questions, call the *PostalOne!* Helpdesk at 800-522-9085

❑ For Extra Services labels and IMpb tests, call the National Customer Support Center (NCSC) at 877-264-9693 and select Option 3

❑ For permit account, mailing requirements, mail preparation or mailing questions, contact your local BMEU or District Business Mail Entry office

❑ To locate your District Business Mail Entry office or for all other questions call 1-800-ASK-USPS -- that's 1-800-275-8777 which is available 24 hours a day,7 days a week

❑ More information is available on ribbs.usps.gov and www.usps.com

We Value Your Feedback!

Tell us about your MDA Customer Service Help Desk experience.

Click Here to begin the survey or go to RIBBS at https://ribbs.usps.gov/index.cfm?page=bmasupport and locate the survey under Important Links

You can also tell us about your next experience by clicking on the survey link from your ticket resolution email.

We look forward to hearing From you!

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