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MTAC Focus Group Session Notes
Wednesday, October 30, 2019

==**ENTERPRISE ANALYTICS/DATA USAGE**==
Jeff Johnson, USPS VP- Enterprise Analytics
Angelo Anagnostopoulos, MTAC Industry Leader
Enterprise Analytics and Data Usage

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Session 1: FIRST-CLASS	**(Tate, MTAC Industry Leader)**

Jim Wilson

Updates – CASS Cycle O

Conducted Partnership in Tomorrow meeting in Sept
Proposed changes – 73 participants including vendors and mailers
There were a limited number of Postal Initiated changes in CASS Cycle O- Total DPS, Cross-State and Informed Address
More mailer initiated requirements included in CASS Cycle O
USPS will review vendor questions and draft final proposed rules and post for industry review
Then USPS will give industry a 60 day period to come back to USPS with comments or suggestions
Target to publish final rules 2/28/20

Sharon – thank you for listening and doing this - Some mailers get overwhelmed with detailed information – what will be in the industry alert and what will accompany it to ensure industry understand the information
UG5 can help shape… Limited people get it but – needs to be more remedial

CASS as a product from USPS was never intended as comprehensive rules or requirements that all vendors must comply with… Should not limit or constrain vendors creating their software products

Need to communicate CASS to industry software vendors – will important dates be highlighted in the Industry Alert – recommended software release date – Key date 3/31/20 - Timelines
Mandatory cut over by July 31st

CASS Cycle N to O easy transition… Industry will have opportunity to review rules and comment – use UG5

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What's the plan for issues where industry is not in agreement – Need to determine the level of importance – need to come to some form of consensus as to how to move forward - Case by case and see how far we can get

Mike Tate – Need to be clear what requirements between USPS objectives and mailers are – could mitigate some concern over what's going in

Address Product Cycle review
Carrier Route timeline that can be using "outdated" information and still qualify for postage discounts– 256 days
ZIP+4 – 346 days
 Need to shorten these timelines

We need industry input – created a survey available via survey monkey – what's typical update cycles for industry and how can USPS compress them

Angelo – good idea – all updates usually happen at one time

Change-of-Address
COA updates – Interaction with Internet Change-of-Address customers - Are you SURE this is your address?

Business COAs – WG190 - Industry asked - Can USPS change internet address system so they can change more than one at a time? USPS looking to allow up to 5 business names with one update process – customer will receive one confirmation letter for all 5 names

Removing family indicator from change-of-address if one family member moves back to original location to avoid boomerangs
 USPS sends request to impacted customer suggesting they file individual COAs to ensure everyone receive their mail

ACS – Industry Alert published 10/25 – Accrued balance of less than $25 – no invoice sent until balance is greater than $25

UAA Mail by Mail Class – Industry request to show cost benefit of billing for ACS
Reviewing all mail with IMB by class – 70% of FC Mailers do not request Address Correction

What more are you looking for in terms of cost/benefit? We give free ACS for Full Service – The areas where USPS charges for ACS see better results in terms of speed of update

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Steve K – what's the % of hits for people that don't ask for ACS?? Jim and Steve will take this question offline

Correlation vs Causation - Correlation between % updating addresses – but do we see the conclusion – Causation? More volume under Full Service than basic – why – do a survey to customers that are not updating based on ACS but USPS gives it to them for free… Some companies cannot update right away

Encourage mailers to sign up for Secure Destruction – USPS doesn't have to return the mail – If integrating ACS is a barrier to a customer there is no requirement to use the ACS data provided but customer can still benefit from reduction in returned mail

Steve Dearing - Mail in Measurement - EA – IV

Steve Jones – CRID Activations in IV MTR – Numbers are climbing

IV FY20 Roadmap – Visibility of manual bundles – need to fill the gap

Remittance Mail – continuing to develop logic to ensure scans from begging to end – later in FY20

Working package visibility - avail Q2 - Working to incorporate ID into IV

Working predicted delivery date – dynamic to ensure predictions based on scans – later in FY20
Disruptive events – create as an attribute in IV feed

Steve Deering – Unexpected Events

Development underway – Will be a data driven path based on operational feedback – how granule? USPS is designing it so it can show local data

Data will not be 100% but part of the journey to continue to improve USPS algorithms

Will there be a WG to review feedback – It's managed within UG4
UG4 Subgroup as well – Mail owners attend? Angelo will check – Sharon H.

Value in being as specific as USPS can be in industry communications – Will help in recovery efforts – Proof of Presentment standards – Get info out ASAP
Steve – this will be a journey and we're designing based on confidence levels – Give data down to scans –

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Need to define what status mail is in - Jeff – Risk, contaminated, destroyed, delayed – all likely outcomes – Feedback on do we need to intercept original mail piece? Need to define for API for all industry – still working through – Stay tuned and attend UG4

Blaise Steele – Container Vis - Direct Container Vis Trends

USPS is an ocean liner – aircraft Carrier – takes time to move the ship and we are working diligently to improve scores – 60%

Updating placards internally to ensure no sporadic scans –
Implementing cross dock scanning dashboard – to drive improvement of scanning
Measures 99P to 99M

Steve Dearing - Mailer Transportation Vis

Looking from a process flow perspective – how can we leverage industry – data exchange?

Modify electronic documentation – good feedback – applies to industry processes as well to help gain visibility – UG189 – Recommend participation – will start back up asap
Need to add FC mailers to UG189 – Tom Glassman / Rose Bohe are the leads

Caller Vis – is it now Remittance Vis? Yes

End product? Data feed – need to have dialog to see how we can partner with industry – Keep industry using mail – Major Mailer Remittance team – need to discuss in that group

Pretty inefficient to print single tray labels at a time – learning curve? Has been built into the corps process for many longtime USPS employees – Steve will go to Operations to explain value proposition! Efficiency gain in printing individual labels – Ops supports – need to pass process to lower level - Dynamic Label Generation –

Leo asked – When USPS has data for Supervisors – is there adequate training on how they can use the data? Within EA and Corp Reporting, USPS works to educate the workforce – Analytics University and Blue Tubes – USPS working to embrace and educate all platforms

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ACTION ITEMS

1. CASS Cycle O - Provide clarity on timeline which dates apply to Software Developers and which dates apply to mail owners. – **Jim Wilson**

2. CASS Cycle O - When requirements are published, which are USPS requirements, mailer requirements and which are optional– **Jim Wilson**

3. CASS Cycle O - Make sure Communications are provided at an executive summary level as well as a detail level for the different audiences reading this information– **Jim Wilson**

4. Have a Major Mailers Association Remittance Mail Group meeting with that group to cover requirements – Dave M. & Sharon Harrison (AT&T) will help coordinate – **Steve Jones**

5. Unexpected Events – Ensure Mail Owners are Invited to UG4 Subgroup meetings when Remittance Mail requirements are discussed – **Steve Jones**

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Session 2: MARKETING MAIL   (Flanagan, MTAC Industry Leader)

Jim Wilson

Updates – CASS Cycle O

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AIS Product Cycle Review - Carrier Timeline / Product Timeline

USPS needs industry input – weekly? Monthly? Look at current schedule for update cycle for labeling list, mail direction files – USPS could adjust to those cycles – Could easily get it down to 120 days
Is the industry willing to do it quicker? Survey questions out there for industry to complete – survey through Nov 15th

UG5 CASS developers – large enough group?? Send survey to ALL of MTAC…

COA – drive quality improvements

WG190 – Simplify COAs for more than one business name at the same location – up to 5 being tested now

Boomerangers – tech fix to ensure individuals submit COAs – fix going in this month

UAA – clearly marketing mail not endorsed for any type of return – They don't all have that third label – many don't have a label at all. Customer doesn't even know about

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UAA being at the PO – labels are not the cause of the issue – USPS doesn't see it either – Team is updating posters for offices to educate what they should do with UAA mail – working with Retail group to communicate
Is there any documents or materials that could be shared with MTAC so industry could have it with them when they enter a USPS location to show USPS employees the process for UAA?? Get with Customer Service to create something!

Steve Dearing – Mail in Measurement

FSS performance – Q1 to date – overall performance

Processing column "last mile"

Why analysis? –USPS needs more data – will continue to look at data to identify opportunity

LMI – last mile impact
Account for Leakage? 23% mail intended for FSS – this is actuals – run but not what was qualified – different buckets - Letter size booklet pieces – based upon what qualified for FSS -

Steve Jones – IV update - Customer usage – CRIDs have really ramped up

339 million logical delivery events every day

IV Roadmap – Concerned about visibility gap of manual bundles – USPS started provisioning data to drive visibility of product higher – launched and starting to fill visibility gap

Remittance Mail – moving forward and provisioning in later half of the year

ID campaigns – commitments with ID group to get data results provisioned via MTR in Q2

870 events in Nov – will drive delivery events

Disruptive Events – lot of work going on and USPS is working to obtain data and provision to industry

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Is the predictive delivery date ever before actual delivery date and anticipated delivery date – what percentage – They are based on conditions

Disruptive and unexpected events
This will be a Journey for USPS and industry – Need feedback to tell USPS there was an event – Once identified, info can be provisioned

Building algorithms to ID – then provision data with industry to determine what to do with data

USPS needs industry partnership and feed back to ensure processes are more effective – UG4 and UG4 subgroup are great places to weigh ideas – Houston – can we include lack of event data – that's actually the logic – USPS will use intelligence and compare to what's occurring – lack of data will lead to inquiry –

Jeff – confirmed Task Team will be launched to look at Industry Alerts – They will also discuss in UG4 how USPS uses data for alerts

Blaise Steele – Container Vis
Total Vis of Marketing Letters – 94%

This encompasses everything – how does it account for everything – paper postage statements – this is IMB population – Must be a unique piece ID – visibility where we can identify the pieces – License plate visibility

Origin a bit lower but EA works with Ops weekly to identify areas of improvement

Steve Jones – working to drive logic – Direct Container Visibility

Cross Dock Scanning Dashboard – In development now

Flats Vis – Bundle Vis –

Relative to ID triggers – working with ID team – Piece distribution provides a trigger into IV – Bundle Vis also creates a trigger – working to ensure proper triggers will trigger images and/or campaigns populated in ID messaging.

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What are the scan events – USPS is locking an update process in place to stay in sync

Steve Dearing – Mailer Transportation Visibility

Need feedback and participation – WG189 to establish value proposition – revisit concept of existing processes, leverage them or gain value from new processes – Needs to be worked out within WGs to flush details to make this a valuable proposition for USPS and industry – looking to pattern and gain insights

Thought out plan for how info flows – Need to align industry and USPS processes

Rose – WG189 – MTAC asked to restart WG189 – still working to implement

Send out reactivation for WG189 – to ensure MTAC members can join

ACTION ITEMS:

1. CASS Cycle O Survey - Send to ALL of MTAC to ensure proper feedback, suggestions and comments - **Jim Wilson**

2. Work with Customer Service to create a guide industry can take with them to sites to show USPS UAA process – **Jim Wilson**

3. Provide a progress update in the next MTAC on Flat mail in Informed Delivery – **Steve Dearing**

4. Send out notice on the reactivation for WG189 to ensure adequate MTAC members participation – **Steve Dearing**

Session 3: PACKAGES   (Medeiros, MTAC Industry Leader)

Jim Wilson - CASS Cycle O update

Military addressing constructs – remainder not postal related – didn't impact mail but more beneficial to Industry mail owners

Concern about timelines – adjusted to allow comment period – Does this address concerns – There were questions within a TT – Wanda – there is a lot of debate from industry on what everyone wants – Comments period should allow industry to address major issues

AIS product update cycles

Current rules allow for Carrier Route to qualify for discounts for up to 8 ½ months using an "outdated" carrier route assignment – up to 11 ½ months after a ZIP+4 change

Significant changes occur month to month – Jim would like updates weekly – survey being sent out to understand current habits
Will send survey out to all MTAC – Please respond – practices depend on type of mailers – they are asked within the survey – USPS can follow up with another survey if necessary

COA – Business COA – can they updated more than 1 name within a business? - USPS testing 5 now which will send 1 confirmation letter for all 5

Niket – use of ICOA required credit card and it may not have validated to correct address – USPS will lighten up on business address to business address requirements on credit cards – this will solve that issue

Gary presented new identify validations for COA – Jim Wilson and Gary Reblin are intimately coordinating efforts

ACS invoicing – none under $25

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UAA – Package Services – only half are asking for Address Correction – Packages have much higher COA update timeliness than other classes

RFS – Roger Franco asked – Is RFS performing to expectations
Remote forwarding services – Delivery operation – Jim can see if it is… Enabled locations are replacing a lot of CFS functionality – Roger Franco will bring it up with other classes – there are training issues – Roger will email Jim Wilson and his team will do a deep dive…

Juliaan Hess –

Merchant Override Feature
Delivery Partner Program
Shipping partner events
UAA
Soft Packaging

Merchant Override Feature – Can Industry use feature in version 1.6 – Yes
No signature required options – Pub 199 updated – Alert was issued – also publishing Postal Bulletin notice now

Delivery Partner Program – piloted for a long time – improve delivery experience at colleges and universities – Worked with NACUMS
Created a firm sheet – for schools to use when picking up and delivering

Showed what scans will look like – 81 colleges involved today
Available now and USPS will expand to companies when items are mailed to apartments, condos, etc.

Roger – not a centralized delivery – larger universities? Depends on the school and how they run their mail services – Is it desirable to implement to all universities? It would for the university depending upon their process –
Mark Fallon - Minimum size for a corporation? - we don't work with any now so there is not at this time – USPS will come up with criteria – 1,000 per day perhaps – USPS would love a good partner to test with corporations to receive more data – also depends on if a school as an internal tracking system in place –
John M. suggested USPS build an APP

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Shipping Partner Events – Where's my package?
From international locations – USPS is looking into this – John M – USPS will see more as self-declared rates come into play – more from merchant to shipping partner state side – issues with GX event that won't link to shipping services file – No connection to actual shipping piece and GX event – USPS work around? It will become a larger issue as USPS creates self-declared international rates – no functionality – when there is an overlay – STC needs to be blended – what product – Parcel Select or Parcel Select light weight – Label creates GX event – under a pound – comes to US – goes through partner facility after customs but because of the pound break issue it needs an STC change – customer can no longer link the piece – more than one partner event – USPS is investigating ways to overcome – MTAC group will create a needs statement to bring up issue and potential growth – Jeff would like to see the user case and unique event – The GX event is the issue – not a domestic scan event – Need to drop GX event

Linkage issue – STC between light weight and over a pound

John will provide pictures and frame the issue regarding GX event and linkage of packages in shipping services and shipping partner file as they relate to over labels - show the issues – Roger – issue will be brought up on UG13 – Juliaann – UG2 follow up as well

Give info to IMAG group – (Kate) – Info from Niket – Juliaan will ensure Kate join UG2

Adhoc reports on PRS for Niket – scanners deployed – Key barcodes

UAA – break down

Soft Packaging – more dialog on how they are identified and used – MEPT

Report on Keyed barcodes – John M. – Juliaann can run an adhoc report

Repurposing fields for secondary address – Juliaann user stories to repurpose fields in shipping partner file -

Issues with GX events

John will provide pictures and frame the issue regarding GX event and linkage of packages in shipping services and shipping partner file as they relate to over labels -

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Can the Delivery Partner Program be extended to letters and flats?

ACTION ITEMS

1. Remote forwarding services (RFS) – Is this performing to expectations? Enabled locations are replacing a lot of CFS functionality – Roger Franco will email Jim Wilson and his team will do a deep dive – **Jim Wilson**

2. Delivery Partner Program – USPS to expand to corporations – Partner with industry and conduct a pilot – Mark Fallon volunteered – John Medeiros suggested USPS build an App to help support this - **Juliann Hess**

3. Issues with GX events – John Medeiros will provide pictures and frame the issue regarding GX event and linkage of packages in shipping services and shipping partner files as they relate to over labels – Roger Franco will bring this issue up with UG2 or UG13 – **Juliann Hess**

4. Provide GX issues status to the IMAG group – (Kate) – Niket will forward info and Juliann will follow up to ensure Kate joins UG2 – **Juliann Hess**

5. Niket asked about PRS reports that were mentioned last MTAC. Juliann said her team can pull adhoc PRS reports – **Juliann Hess**

6. John Medeiros asked about reports on Keyed barcodes – Juliann said she could also run an adhoc report for him – **Juliann Hess**

7. Repurposing fields for secondary addresses – Create user stories to repurpose fields in the shipping partner file – **Juliann Hess**

8. Can the Delivery Partner Program be extended to letters and flats? – **Juliann Hess/Steve Dearing**

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Session 4: PERIODICALS   (Stumbo, MTAC Industry Leader)

Steve Dearing for Jim Wilson

CASS Cycle O - Added timeline for industry feedback

AIS product cycle updates – irrelevant to today's process so time to reassess

COA – Voter Registration – 40% think a COA fixes this for them – There should be a very visible notice to say it does NOT! Jeff will work with Jim Wilson – Confirmation letter that goes out with COA – this will not update your Voter Registration!! Use Informed Delivery – Add a link so customers can click and register to vote

Chaining – Boomerang COAs –

ACS invoicing – none under $25

UAA – by mail class –
30% Periodicals didn't request ACS – UAA – Need to provide clarification on no ACS for Periodicals – IMB did not request ACS – not required with a Periodicals STID – Get further breakdown of what constitutes No ACS – and follow up stats

Steve Dearing – Mail in Measurement

Can only get in measurement with Full Service –

Blaise – Verify 10 sites processing Periodicals correctly -

99M scan starts the clock – No trays, no sacks no containers – Orphan Bundles – need to be included in IV – Process Flow of Bundle Vis – barcoded or non-barcoded
Does it include By-For? Industry needs to provide feedback to USPS of what they need included

Run analysis on gap of what's not in measurement by entry level discount

Identify locations as well - top impact sites – Hawaii

FSS Performance –

Steve Jones – IV Updates – IV Roadmap

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EDD / PDD / ADD

Events Happen – disruptive events – can add as an attribute in the industry feed – Front end and back end by Q3/Q4 – 7 – 8 locations in test now – is there a status update on the pilot?

Unexpected Events – Tons of work to create algorithms for all possible events – 2 components – data & event

Blaise Steele – container visibility

Working to get campaign data into IV

Action from last MTAC – 11digit – where other copies are resent – asked who brought this up but no one raised a hand -

ACTION ITEMS:

1. Create some type of visible notice within COA notifications or confirmation letters to state they do not correct Voter Registration - Also consider adding a link to Informed Delivery – **Jim Wilson**

2. Need to provide clarification on no ACS requested for Periodicals –Get further breakdown of what constitutes No ACS – and follow up stats – **Jim Wilson**

3. Verify that the 10 sites NNA drops at are scanning Periodicals correctly – Matt Paxton, National Newspaper Association – **Blaise Steele**

4. Run analysis on gap of what's not in measurement by class and entry level discount – Identify locations to see top impact sites – **Steve Dearing**