Product Innovation
Shipping Products and Services
Mailers Technical Advisory Committee
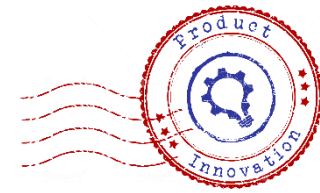
January 29, 2020

Gary C. Reblin
Vice President
Product Innovation

Tiffany S. Jesse
Manager
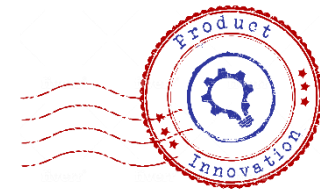New Product Implementation

UNITED STATES POSTAL SERVICE ®

Discussion Items

- Electronic Signature Online™ / Performance - Phase 1
  - ✓ Electronic Signature Online™ (eSOL) - Phase 2
- Redelivery Platform - Phase 1
- Package Pickup Improvements
- Alternate Delivery and Pickup Locations
- Postal Store Updates
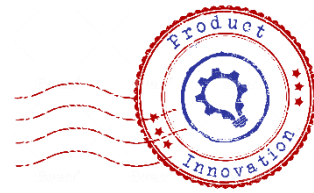- New Collection Box Labels with Quick Reference (QR) Codes

Electronic Signature Online™ (eSOL)

Performance Report
October 7 – January 24, 2020

eSOL Enrollment by Area

Area	Weekly eSOL Total (Week of 1/18/20 – 1/24/20)	Total Enrollment To Date (10/7/19 – 1/24/20)
Capital Metro	2,360	51,792
Eastern	2,435	59,110
Great Lakes	1,576	40,631
Northeast	3,665	56,731
Pacific	3,082	51,670
Southern	3,861	83,308
Western	3,488	72,714
Total	**20,467**	**415,956**

Source: Enterprise Database (EDW)

of eSOL Applied and Delivered
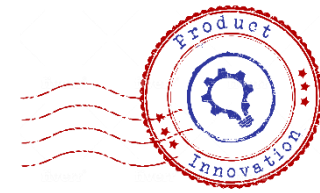## (10/7/19-1/24/20)
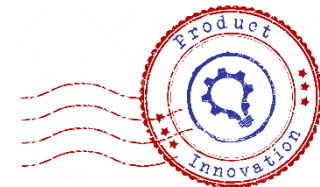
Product	Total # of Eligible eSOL Items	# of eSOL Applied & Delivered	% eSOL Applied & Delivered	# of Eligible eSOL Not Applied	% of Eligible eSOL Not Applied
Priority Mail Express	146,928	39,730	27.04%	107,198	72.96%
Signature Confirmation	62,318	53,859	86.43%	8,459	13.57%
Insurance Over $500	6,011	2,107	35.05%	3,904	64.95%
Total	**215,257**	**95,696**	**44.46%**	**119,561**	**55.54%**

Source: PTR

of Merchant Override Items
(10/7/19-1/24/20)

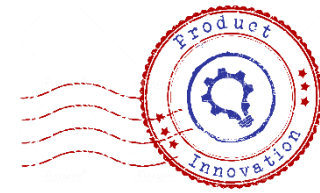| Product	Total # of Merchant Override Items	# of Merchant Override Delivered on First Attempt	% of Merchant Override Delivered on First Attempt	# of Merchant Override Resulting in Failed First Attempts (FFA)	% of Merchant Override Resulting in FFA
Priority Mail Express	10,777	10,292	95.50%	485	4.50%
Signature Confirmation	31,635	30,600	96.73%	1,035	3.27%
Insurance Over $500	72,896	69,339	95.12%	3,557	4.88%
Total	**115,308**	**110,231**	**95.60%**	**5,077**	**4.40%**

Source: PTR

eSOL - PHASE 2
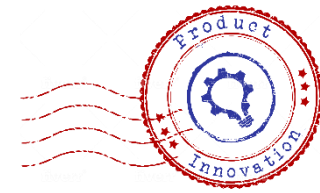
To assist with reducing Failed First Attempts (FFAs), **five eSOL** initiatives are under consideration for Phase 2:

| #	eSOL Initiatives
1	**Implement Retail Override** • Provide shippers the ability to require a physical signature for qualifying eSOL products accepted at Retail
2	**Implement Merchant Override By Mailer ID (MID)** • Provide Commercial Mailers the ability to require a physical signature by MID
3	**Add New Scan Events for eSOL** • Add scan event #73 "Available for Pickup" or "Redelivery" to the list of eligible scan events to allow customers to apply their eSOL • Add scan event #74 Prepared for Redelivery (External) and Pulled for Redelivery (Internal) to the list of ineligible scan events to prohibit eSOL • Add scan event 59 "Out for Redelivery" to the list of ineligible scan events to prohibit eSOL
4	**Ability to apply eSOL for Failed First Attempts** • Provide users the ability to apply their eSOL for Priority Mail Express (PME) Insurance Over $500 & Signature Confirmation items
5	Enable mobile responsiveness for iOS and Android users during the enrollment process

Redelivery Platform

Initiatives

Redelivery Requests by Channel
December 2019
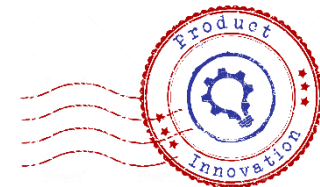
Channel	Request Totals FY-20 (Dec)	Request Totals SPLY	Request Totals Change	% Request Change	% Channel FY-20 (Dec)	% Channel SPLY	% Channel Change
USPS.com	364,725	478,150	-113,425	-23.72%	52.16%	58.21%	-6.05%
IVR	136,174	172,883	-36,709	-21.23%	19.47%	21.05%	-1.57%
Call Center	76,940	82,440	-5,500	-6.67%	11.00%	10.04%	0.97%
QR Codes[2]	121,446	87,987	33,459	38.03%	17.37%	10.71%	6.66%
Channel Totals[3]	699,285	821,460	-122,175	-14.87%	100%	100%	

Redelivery Channel Request by Type[1]
FY20 – YTD thru Dec & SPLY

Channel	Request Totals FY-20 (Dec)	Request Totals SPLY	Request Totals Change	% Request Change	% Channel FY-20 (Dec)	% Channel SPLY	% Channel Change
USPS.com	942,847	1,215,037	-272,190	-22.40%	53.94%	58.95%	-5.01%
IVR	299,199	400,680	-101,481	-25.33%	17.12%	19.44%	-2.32%
Call Center	192,933	224,861	-31,928	-14.20%	11.04%	10.91%	0.13%
QR Codes[2]	312,921	220,581	92,340	41.86%	17.90%	10.70%	7.20%
Channel Totals[3]	1,747,900	2,061,159	-313,259	-15.20%	100%	100%	

Source: ASR → eCommerce Reporting → Shared → Postal Store → Operational Reports → Redelivery Requests by Channel

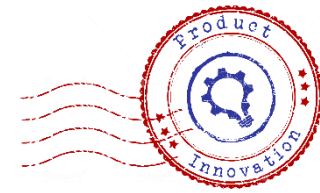Pilot began April 1, 2017, expanded to Northeast and Pacific Areas on October 1, 2017 and Nationwide April 2018.

[1] **Includes Carrier Redelivers, Carrier Returns to Sender, and Customer Pick-Up**
[2] **QR Codes row covers the totals for all QR Code categories. This includes the following channels: QR Code, Sunday Delivery and Go Post**
[3] **Channel Totals include: USPS.com, IVR, Call Center and all the QR Codes. Due to rounding, totals may be off very slightly by .01% in either direction.**

QR Code Redelivery Data[1] FY-20 Dec & SPLY

QR Code Type	Request Totals FY-20 (Dec)	Request Totals SPLY	Request Totals Change	% Request Change	% Channel FY-20 (Dec)	% Channel SPLY Access	% Channel Change
QR Code[2]	120,193	86,601	25,055	38.79%	98.97%	98.42%	0.54%
Sunday Delivery	1,105	1,330	-23	-16.92%	0.91%	1.51%	-0.60%
Go Post	148	56	38	164.29%	0.12%	0.06%	0.06%
QR Code Totals[3]	121,446	87,987	33,459	38.03%	100%	100%	

Source: ASR → eCommerce Reporting → Shared → Postal Store → Operational Reports → Redelivery Requests by Channel
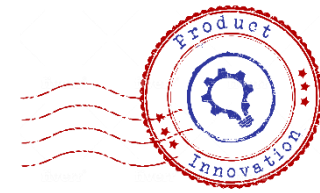Pilot began April 1, 2017, expanded to Northeast and Pacific Areas on October 1, 2017 and Nationwide April 2018.
[1] Includes Carrier Redelivers, Carrier Returns to Sender, and Customer Pick-Up
[2] PS 3849 Peach Color Form.
[3] Due to rounding, totals may be off very slightly by .01% in either direction.

QR Code Redelivery Data[1] FY19-YTD thru Dec & SPLY

QR Code Type	Request Totals FY-20 (YTD)	SPLY Request Totals	Request Totals Change	% Request Change	% Channel FY-20 (YTD)	% Channel SPLY Access	% Channel Change Access
QR Code[2]	309,702	217,255	92,447	42.55%	38.57%	51.14%	-12.57%
Sunday Delivery	2,825	3,148	-323	-10.26%	0.35%	0.74%	-0.39%
Go Post	394	178	124	121.35%	0.05%	0.04%	0.01%
QR Code Totals[3]	312,921	220,581	92,340	41.86%	39%	52%	

Source: ASR → eCommerce Reporting → Shared → Postal Store → Operational Reports → Redelivery Requests by Channel
Pilot began April 1, 2017, expanded to Northeast and Pacific Areas on October 1, 2017 and Nationwide April 2018.
[1] Includes Carrier Redelivers, Carrier Returns to Sender, and Customer Pick-Up
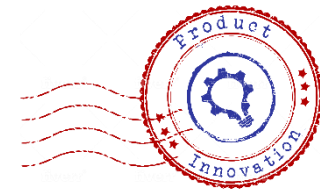[2] PS 3849 Peach Color Form.
[3] Due to rounding, totals may be off very slightly by .01% in either direction.

Redelivery Platform - Phase 1

To improve the Customer Experience, **seven Redelivery Platform** initiatives are planned for Phase 1 - June 2020

#	Redelivery Platform Initiatives – Phase 1
1	Refer to Another Facility (RTAF)
2	Customer Pickup Locations (CPUL)
3	Implement Single BIN # Assignment
4	Implement Scan Event #73, Available for Redelivery or Pickup
5	Implement Scan Event #74, Prepared for Redelivery (External) and Pulled for Redelivery (Internal)
6	Implement Scan Event #59, Out for Redelivery
7	Add CPUL features to existing: ✓USPS.COM>Tracking> Redelivery ✓Mobile Simplified Redelivery

UNITED STATES POSTAL SERVICE®

Package Pickup Improvements

Initiatives

Package Pickup Pieces by Route Type
FY 19 vs. FY 2018
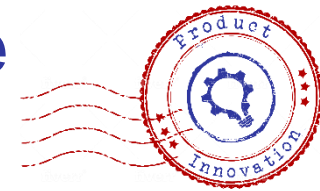
Fiscal Year (FY)	City	Rural	Contract Delivery Service	Total Picked Up
FY 2019	174,782,191	67,536,621	1,631,310	243,950,122
FY 2018	149,768,010	57,870,628	1,345,739	208,984,377
% Variance	**14.31%**	**14.31%**	**17.51%**	**14.33%**

Source: Application System Reporting

Package Pickup Improvements
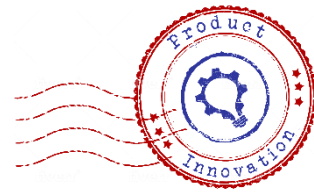
To improve the Customer Experience, **two Pickup Initiatives** are proposed for 2020:

#	Pickup Initiatives
1	APP for scanning "Pickup" and Delivery for Highway Contract Route Drivers
2	Hold For Pickup Improvement ✓Update Customer Communication ✓Update API
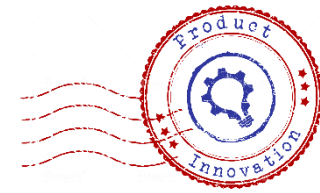
Alternate Delivery and Pickup Locations

Initiatives

Alternate Delivery and Pickup Locations
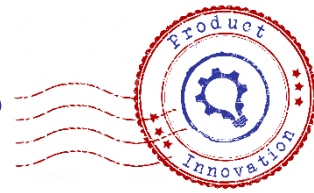
Develop Application Programming Interface (API) for eCommerce shippers to allow during check out the ability to select one option for Delivery and Pickup based on five digit ZIP Code provided by customer:

Alternative Delivery and Pickup Locations
Approved Shippers
Contract Postal Units
Hold For Pickup
Parcel Lockers
Retail Partners
Street Delivery

Sources:
*National Meter Accounting and Tracking System (NMATS)
**Contract Postal Units Report
+Facilities Database
+Postal Facts 2019

Alternate Delivery and Pickup Locations
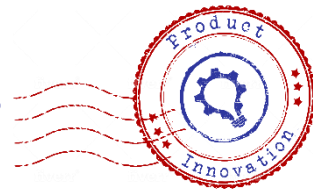
- If you have additional questions, or would like to be considered as a Retail Partner, please send an email to:

ShippingServices@usps.gov

- In the subject line indicate: Alternate Delivery and Pickup Locations
- Ensure contact information is included in the email message
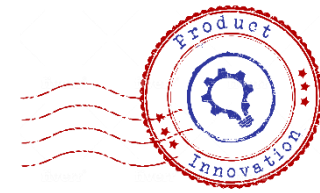
Postal Store

Initiatives

Postal Store Updates

Expedited Packaging Supplies:

- Update Issue Date for Packaging

- Add L x W x H

- Add Cube Packaging

- Add 3D Image

- Update Shipping Information

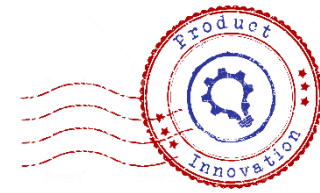- Add Video on how to measure Cube, L x W x H and DIM Weight

Quick Response (QR) Codes

Collection Box Labels

Collection Boxes

Collection Box Type	# of Collection Boxes
Standard	141,768
Priority Mail Express	2,110
Total	143,878

Source: Electronic Data Interchange (August 7, 2019)

QR Code on Collection Box Labels

Purpose is to provide the customer with Post Office:

1. Address
2. Hours of Operation
3. Distance from Collection Box
   - ✓ leverage Geo location via smart device

🕐 **HOURS**
9am-5pm

ADDRESS
📍**4018 Bernardo Street**
Salem, IN 47167

DISTANCE
1.2 miles

Questions