MTAC Focus Group Session Notes
Wednesday, January 29, 2020

DELIVERY & NETWORK OPS / ENTERPRISE ANALYTICS

Dr. Joshua Colin, USPS VP Processing and Maintenance
Kevin McAdams, USPS VP Delivery & Retail Operations
Jeff Johnson, USPS VP- Enterprise Analytics
Adam Collinson, MTAC Industry Leader

Session 1: FLATS	(Smith/Kliewer -MTAC Industry Leaders)

Began with introductions

Alicia Rauckhorst – Asked for feedback about the new MTAC format

Adam/Dr. Colin
Looking for feedback – will re-organize initial feedback to easily ID hot topics and those that cross multiple areas

Provide any concerns to Adam Collinson and the teams will work to resolve issues – looking forward to this collaboration

Reviewed Agenda

Began discussing action items:

1st action item – Validate service measurement for bundles/newspapers entered at DDU

Valassis trying to go to eInduction – when they get to DDU – USPS doesn't know how to scan 99M – Education at DDUs would be very appreciated – USPS will work to drive execution – team is also working with Engineering to make scanning devices more intuitive

Kevin McAdams – wants issues to be raised to his level to ensure they are resolved at the National level

Vast majority of pieces are not entered with pallets – USPS needs software upgrades to ensure these items are able to be scanned and included in measurement – Industry will follow up with Steve Dearing offline

Phil Thompson – On many occasions they see the arrival scan but not the distributed scans – bundle vis is an MPA metric – USPS needs to look at where they get only one

Updated: 1/31/2020

scan and not the other – USPS asked – who do industry notify when this occurs? Need to escalate to a higher management level – There is Inconsistent scanning – Valassis - **will ID samples and get them back to USPS**

2nd item - Provide additional analysis on DSCF/DNDC/Origin entry volumes and the potential shifts due to pricing changes (beginning in 2016); breakdown by product category for letters and flats

Good start – keep adding to this – a lot of letters will not be drop shipped

3rd item - Provide further breakdown of no show data by facility, vendor, rescheduled, reoccurring

No shows – On going effort – asking for industry members to partner with USPS – will work to improve
Can you show the top 10 best performers as well?

4th item - Share feasibility update at next MTAC for additional analysis/reporting on the return of good as addressed mail

Vis update – Good as Addressed – Jim Wilson/Kevin McAdams – We can't see piece with a good address that was returned in error – USPS tried to evaluate accuracy of report of good as addressed – test mailing of addresses industry provided to verify quality of addresses but we need to make a distinction between good address and DELIVERABLE address
Industry note - Some records were identified – there was no indication there was anything wrong with the address – USPS and industry will continue to look at this to improve quality of addresses

5th Item - Provide breakdown of UAA nixie code chart for First-Class Mail and shape

Breakdown of UAA nixie codes by FC and shape were provided by Jim Wilson
Todd Black – can the data show trends? Data is available to the industry to compute
Steve Smith – requested USPS show selected regions

Peak Performance
Dr. Colin – Commented that this was one of our best peaks
Industry – interested in an area level detail – Southern – Would tell a stronger story to see areas that were impacted by weather issues – Quarterly reports show area and are available on USPS.com

Commercial – Steve Dearing – Noted the recent OIG report on mail in measurement

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Wayne Palmiter – what's being done to promote mail in measurement – Volumes are less in Q4 – always a little variation before Q1
Reviewed USPS Mail Exclusion and Exclusion Resolution process –
Highlighted the USPS Resolution Guide –

No start the clock exclusion – defect analysis
No Piece Scan exclusion - defect analysis

No Start the Clock – Steve Dearing
Vehicle doesn't exist for mailer to give USPS insight into what containers are sent for measurement – This could be added fairly quickly – at the end of Feb USPS will have process in place to receive file of container IDs and remove from eDoc to get more mail in measurement.

Once USPS identifies the "not real" containers we will be able to nest all mail to actual containers to get more mail in measurement.

Long Haul – Mail Visibility Application is maturing – Origin entry includes all classes

Mailer Transported Mail – accomplishments
Proved out concept – was this all letters? Not sure but USPS proved the technology

Informed Vis Roadmap update – Steve Jones
Update on manual bullpen pilots - Moved on to add sites – working on internal matrix and trying to drive performance

Unexpected Events – continuing to ID events – still working this in the design phase

PMOD – Does industry want USPS to include data to help measure content – no data fields in Mail.dat or Mail.XML – Bob Schimek – work with Marc McCrery – **Action is to go forward and modify specs for PMOD – Steve with work with Marc – Bob will take action item to see if industry is interested**

CASS Cycle O update – Jim Wilson
Once rules posted industry requested 60 days to evaluate – that evaluation period is set to end 1/31
So far only ONE comment was received – a task team was created review all open questions – Jim and Adam will get it done within 30 days and keep normal process for CASS Cycle O

AIS product update cycles – impact to industry to tighten up time frames? Survey showed positive feedback – not a heavy industry lift to change time frames – Karol didn't get the survey!

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Simply align address quality requirements with existing requirements – to write exact same time cycle – it's understood that it's not something mailers can do overnight!

ACS Invoicing
Cost to charge for address correction notices – Not a lot of cost for USPS to maintain billing cycle – 94% go to full service mailers today and are already free

Todd Black – Requested / Recommended there be an opportunity for EA to partner with Enterprise Payment – to include a layer of EPS to IV (Data distribution piece)

ACTION ITEMS

1. Industry to provide examples of DDU missed scans

2. Bob Schimek – work with Marc McCrery/Steve Dearing – Industry work with MEPT to discuss receiving Mail.dat & Mail.XML data to add to PMOD

3. No shows – OIS (*Leonetta Jackson*) to provide top 10 performing no show locations – Show the top 10 good performers

Session 2: PACKAGES   (Medeiros, MTAC Industry Leader)

Alicia Rauckhorst – go around introductions

Adam Collinson – continue to provide feedback

Reviewed the Agenda

Began discussing action items:

1st action item - Industry members interested in partnering for no show and mail content improvements should provide scheduler ID/mailer name/CRID to Christian.M.Rivera@usps.gov

2nd Item - Investigate the ability to use the existing blank field in existing SSF format – close the loop

Existing Blank Field SSF format – Proposed Solutions

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Still working through the development cycle and no date has been set yet

3rd Item - For PRS, determine any impact to the locale key if a wrong ZIP is input

This will not corrupt the data
Alvin – If a scanner is borrowed by another facility – is that of concern? Scanner smart
enough to know which facility they are associated with - As long as it's docked it's ok

PMOD – Juliaann Hess
Service Performance – working on analytic reports to continue to improve
Planning enhancements to PMOD – do not translate container generated scans down to
nested contents – will propagate contents – scheduled for release March 8

Customer Event Interpretation – Customer Experience – working with industry to better
share information
Steve – indicated package was lost – no scan event provided to customer
There are a large number of calls to call center on this – pain point for customers – scan
interpretation is critical to customer experience to ensure events are translated
correctly
Kevin – How does industry interpret USPS events now? Kevin will talk through with
Kelly Sigmon about additional analytics and how big an issue this is – will discuss how to
resolve – to partner and make this a better customer experience
Review everyone's language to come to a common ground **– John Mederios**
Volunteered to share the industry language

CASS MASS Cycle O – Jim Wilson

Total DPS proposal – will get more precise secondary addresses
UG5 feedback – industry needs time to evaluate what impact they will have
Added 60 day review period – ends 1/31 – so far only 1 comment received
Formed a new Task Team to investigate CASS Cycle O – Adam, Sharon Owens, Jim and
his team – will wrap up within 30 days

Update AIS Product Cycles – current timeline was established in 1996
Survey – said customers already get monthly updates – shortening time line won't be a
heavy impact on industry – propose to move forward with changes cycles and
compressing them to align with other process time cycles

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Adam – most mailers have an automated process – Can USPS provide updates more frequently than monthly – yes, in the future
Bob Rosser – CASS Cycle O – DPS – Will MPE equipment all be synchronized to exact addresses? There are other systems that USPS must work with to align – USPS will continue to investigate to ensure no discrepancies – Definitely to our mutual benefit

ACS Invoicing – Free?
94% of all ACS go to full service mailers – they already get them free
Very low cost to USPS now so it is not in our interest to offer at this time

UAA for Packages
Juliaann – explained some of the repeat categories

More definition on code 28 – Return to Sender
Showed UAA trend chart
Oct dip was due to the Houston plant issue – How does weather effect UAA? People that were relocated due to storms, those become undeliverable as addressed

Open Discussion – Prior MTAC feedback was that USPS provide less slides and more discussion
John – RFS remote forwarding service performing to expectations – Jim – performing as well as we understand – **Kevin will meet with Roger to get clarification**

Delivery Partner Program – expanding to business and industry – Mark Fallon had offered to work on this but has not found a business willing to share data
Juliaann – these were covered on the pre-MTAC webinar and per earlier MTAC feedback it was suggested that those items not be discussed in these sessions
Industry wants all action items address - Adam – still working through the new process – we want to resolve as much as possible during Pre-MTAC webinar – However some industry mentioned not being able to always be present on the pre-MTAC webinars and that all action items from them be brought up in each session to ensure they are addressed appropriately
These sessions – first slide could be pre-MTAC webinar topics first for discussion

John – taking from previous action items!

GX Event - Label Overlay – Juliaann – This was discussed on the pre-MTAC webinar – John revisited because this will be a major issue for inbound international mail that

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clears customs and entered as domestic package – This issue will explode with self-declared pricing

Dr. Colin – what's the question – we won't know impact until July – need to link initial tracking number to domestic tracking number –

Juliaann – need to take back and review – cannot link old label with new label – need a new STC – get data from John, evaluate and bring back next MTAC – possibly a Task Team or Work Group?

Easy way to fix – go to virtual over load – we get everything electronically

Eliminate over labelling – need to come up with next steps – Bob Rosser – Letters and Flats have been doing this for years – Shoshanna Grove wants to be included

A new Subgoup of UG2 will be formed to investigate and discover a solution – John will build a deck to show building blocks of the issue

Kevin – concern about **pre-MTAC webinar issues not discussed here – we should review all issues from there here - Recommendation**

The thought was to eliminate death by power point

Industry asked about a Tobacco issue with new 21 and over regulations being changed – will this impact carriers? What's the expectations for shippers or USPS in handling – Mary Collins – we won't touch federal law but Pub 52 shows all requirements for mailers and customers – and there will be an update on 21 and over items – nothing on vaping yet – New WG 193 is addressing these issues

Discuss next MTAC incase industry must make any adjustments – Kevin will give a quick update

It was requested to please give feedback on the new MTAC format to Adam

ACTION ITEMS:

1. Industry to share event language with EA (J. Hess) to streamline PTR language
2. Delivery (McAdams) to work with Kelly Sigmon on analytics- customer product tracking on event language
3. Delivery (McAdams) to work with Roger Franco on PRS overview (performance/ process)
4. EA (J. Hess) work with John Medeiros (DHL), Alvin Serrano (UPS), Shoshana Grove (International Bridge), John Gullo (International Bridge), and Roger Franco (Pitney Bowes) to establish a sub group under UG2 on GX tracking label overlay

5. Delivery provide update on tobacco/ vaping products in the mail. (McAdams/S. Jones)

Session 3: LETTERS	(Marinelli/Ruppel, MTAC Industry Leaders)

Alicia Rauckhorst – requested any feedback be sent to Adam

Introductions

Dr. Colin – looking forward to open discussion and dialog

Agenda

Industry mentioned that they don't want death by power point – more time for conversation toward the end of the session

Action items

1st Item - Provide additional analysis on DSCF/DNDC/Origin entry volumes and the potential shifts due to pricing changes (beginning in 2016); breakdown by product category for letters and flats

Break out letters and flats from 2016 – explained percentage – did price change effect the percentage – Kathy Siviter can provide this data as well

2nd Item - Provide further breakdown of no show data by facility, vendor, rescheduled, recurring

Industry should see improvements as we move forward

3rd Item - Share feasibility update at next MTAC for additional analysis/reporting on the return of good as addressed mail

Jim Wilson – looked at Dec data – A lot of Marketing Mail pieces were returned as First-Class mail – behavior is driven by endorsements on each piece – Dec showed 2.4 Million pcs of Marketing Mail where the Service Type ID and endorsement contradicted each other

There were over 100 thousand pieces in Dec in the UAA tracking system where mailers were asking for manual Service Type IDs

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Look at what impact of electronic service endorsement on piece should be flipped around – What's process to re-evaluate? Can pieces be captured on the back end, yes but that doesn't solve USPS handling pieces unnecessarily – Industry requested 3rd grade level class on how to understand this for their customers/mailers – Steve Krejcik – Kai Fisher is the SME and will put something together per Jim Wilson

4th Item - Provide breakdown of UAA nixie code chart for First-Class Mail and shape

Jim Wilson – the numbers shown were only what USPS saw in ACS
Reflective of what we see in UAA? Tilted toward letters – it's volume of letter mail vs flat mail

Peak Performance

Mail in Measurement

Steve – Again mentioned the recent OIG audit –
How to get more mail in measurement
Wayne Palmiter presented commercial % volume in measurement
Looking for patterns of exclusions – to work toward resolution
USPS has been using this process for 3 years – Kathy Siviter mentioned that industry can go back 7 years and see that the numbers have hardly shifted – Wayne mentioned that the reasons are still similar but % has improved –

No start the clock exclusion –

Dave M – if we don't have a start the clock but do have other scan events later it's Not in Measurement – yes – Of what's not in measurement – how much is a problem that's not being seen? If there is an assumed start the clock, how would that mail perform? Steve can take a look at hypotheticals on non-measured mail – Steve will work separately with Dave offline

Initiative where Mailer or MSP could see mail excluded from measurement – Any one see that on their score card? USPS included the Measurement exclusions but some time ago they were withdrawn

Opportunity to get mail in measurement through communications – Can get in play by end of Feb – get container barcodes that won't be entered so USPS can apply

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appropriately – Mail that would've been applied to phantom containers will be nested into existing containers and be measured – USPS doesn't have the effected percentages but can see the mailers it will effect

USPS may perhaps look at software vendor that created the eDoc – Industry should take that back for discussion to see what can be provided to USPS

Long Haul – FC mail on USPS transport in which volume of mail is destined to facility across country – this will allow USPS to get that mail in measurement – more to come

Transportation Update – showed WG189 Accomplishments

IV Roadmap Update review

ID Data via IV Update – Data in Design

Remittance Visibility and Caller Visibility along the same lines? – Remittance Visibility is businesses where Caller Visibility is a wider scope so they are separate

PMOD – Steve Dearing

PMOD – Does industry want USPS to include data to help measure content – no data fields in Mail.dat or Mail.XML
The framework is there so once it's included it will allow all that mail to be included in measurement

CASS Cycle O – only 1 comment received
TT created and will complete in 30 days

Adam asked about NCOA Link requirement changes and requested industry feedback post MTAC – please reach out to Adam if you see any issues or concerns

AIS Product Updates Cycles

ACS Invoicing – Can USPS show ROI – See slide
Concern on Periodicals for 3579 – Electronic ACS requests – not all pieces are returned electronically – some are manual and that is a pain point for industry – USPS is attempting to eliminate all 3579s – still investigating

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If there is no charge due for returns – can USPS show a Zero amount on the label for a piece that should not be charged? USPS cannot add that but will ensure labels are clearly different – USPS will continue to message that information to our facilities

Can the ACS chart show the cost to produce ACS? No costs associated with generating ACS – Dave will speak with Jim off line

In an earlier session – mailers were reporting a slow down on Thursdays – not seeing national trends but there are local trends – please provide data next MTAC
Entered at SCF on Thursdays – Marketing Mail and FC – any slow downs
USPS did some analysis and will show next MTAC

ACTION ITEMS

1. Industry (Kathy) to provide breakdown of class of mail under letters/ flats for additional analysis of volume shifts from 2016 price change

2. Mail Processing regional/ local trends on letters/ marketing mail entered at SCFS on Thursdays