

MTAC: Customer Experience

Kelly Sigmon

January 26, 2021

Summary

- Review consumer communication for peak season
- Prevent customer calls through proactive communications
- Utilize Customer Insights to provide communication through various channels
- Provide better ways to communicate with customers including SMS chat

FY21 Peak Consumer Touchpoints

Customer Experience, Customer Care Center has managed over 25.9 million touchpoints with customers throughout peak season.

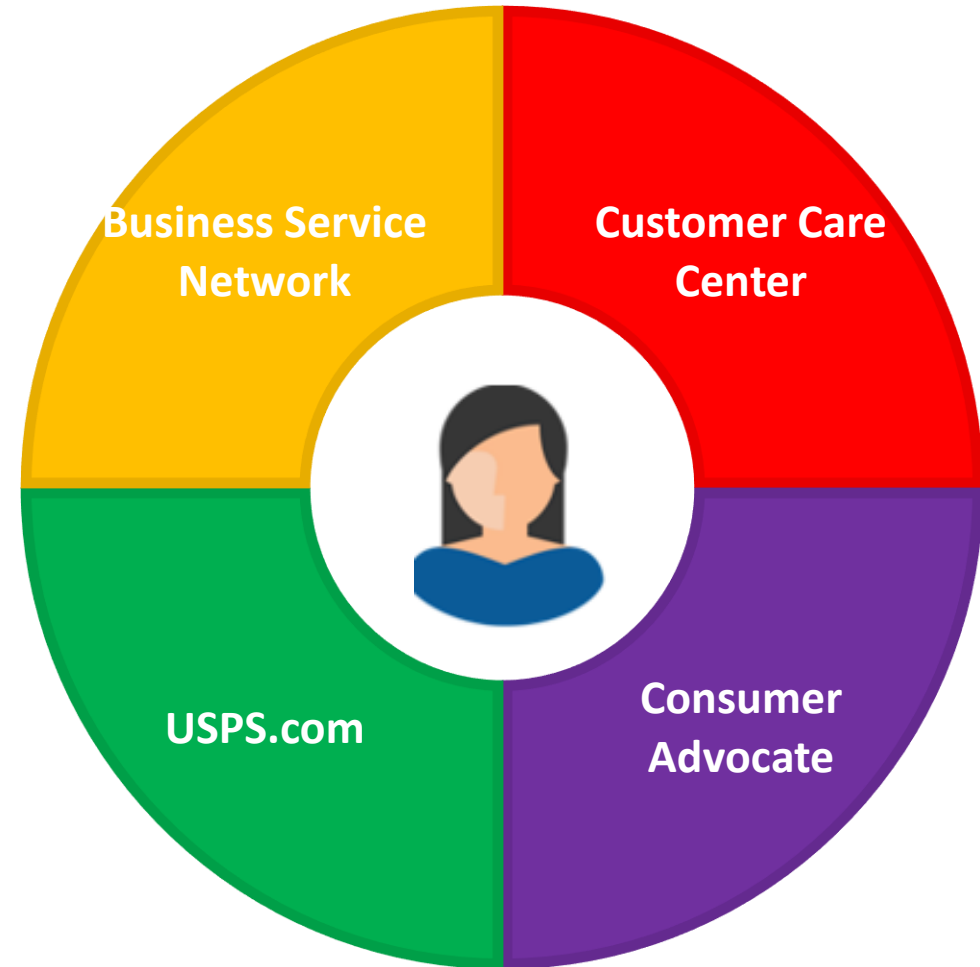


USPS.com had over 1.3 billion page views during this time frame.

Proactive messaging was developed to provide consistency across channels – USPS.com, Customer Care Centers, Informed Delivery, Business customer emails.

Consumer Communication Peak Season Learnings

- Use customer insights data to address operational opportunities
- Identify global and customer specific messaging
- Partner with the Industry on consumer communication to improve sender's customer experience



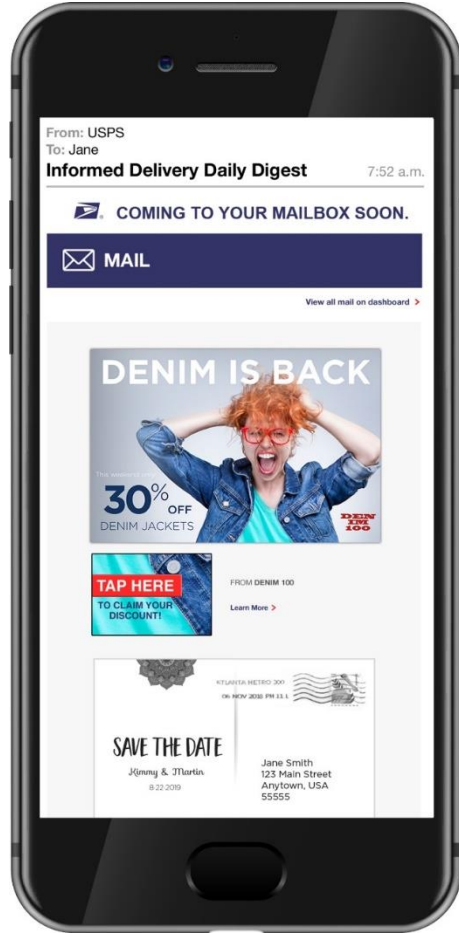
SMS Chat Proof of Concept

- Introduced SMS Chat Proof of Concept (POC) on October 1
- Offered SMS texting to customers within the Integrated Voice Response (IVR) system
- Handled over 12,000 interactions to date since inception
- 90% of surveyed customers responded they would use text again
- Expanding and extending proof of concept to the end of April



Informed Delivery User Data

Informed Delivery has over 34 million users across the United States.



34,533,625
Users



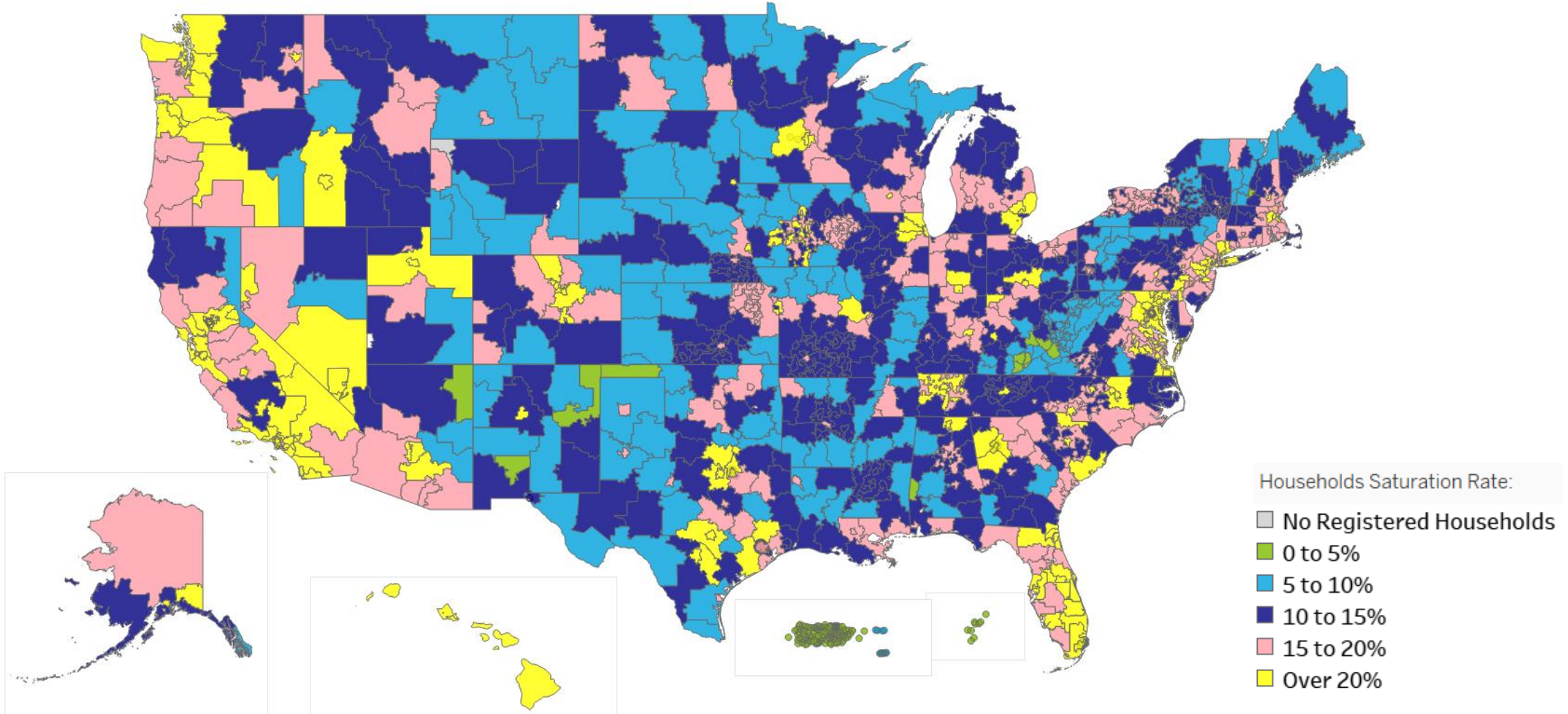
26,177,009
Households



27,913,719
Email-Enabled Users

Informed Delivery Household Saturation

19.9% National Saturation of Eligible Deliveries



FY21 Initiative Status

All MVPs are currently being developed, with the goal of learning more about the customer. What features and data would be useful to you as we build and pilot each of these initiatives?



Package Campaigns Phase II

Enable shippers to upload and manage package campaigns without the support of a USPS admin. Campaigns allow mailers to include marketing and instructional content with package tracking data for Informed Delivery users.

Pilot indicators: Create/view/search/cancel campaigns, access summary and detailed reports



Reminders

Reminders will prompt consumers to interact with their mail on a timeline that works best for them, increasing response rates for mailers and generating actionable behavioral data.

Pilot indicators: Consumer interest, reminder/campaign engagement, adoption, satisfaction and experience



Social Sharing

Social sharing helps mailers reach additional consumers through organic, peer-to-peer spreading of content. Consumers can share the image and target URL of Informed Delivery interactive campaigns from social media accounts.

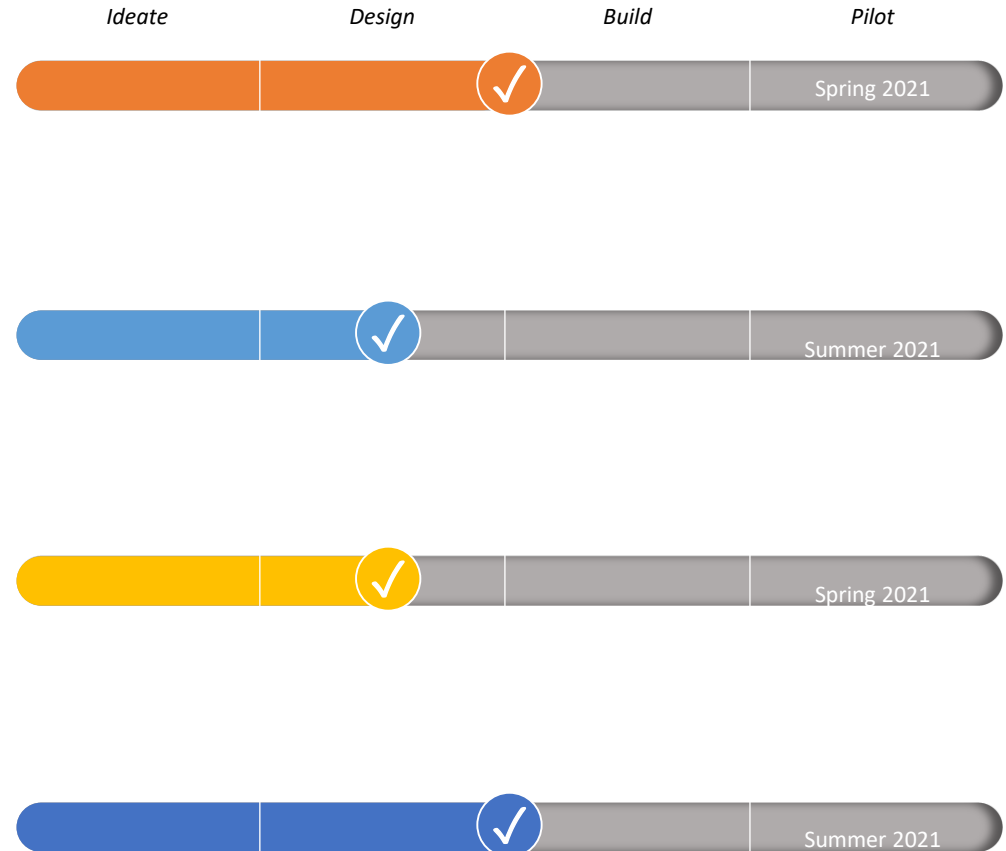
Metrics: Share clicks, shares, social views, social click-throughs



Hyperlocal

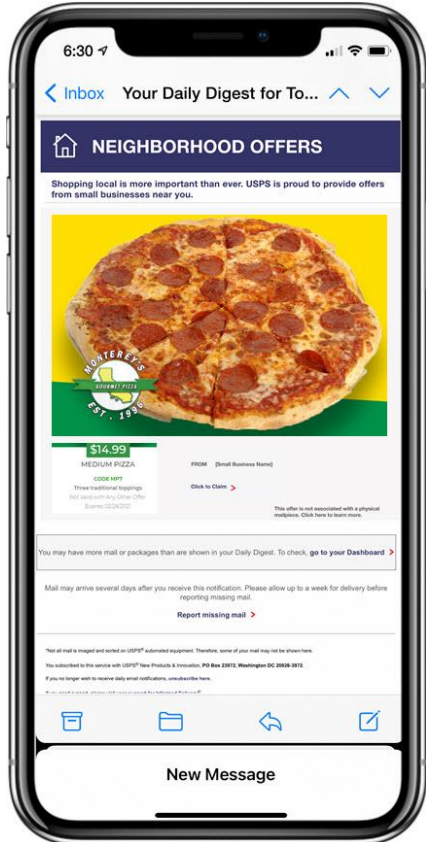
Coupons will be shared with users in a new section of the Daily Digest. Mailers can upload and manage campaigns through the portal and collect consumer activity related to the coupons. Recipients will be surveyed on their "Neighborhood Offers" experience.

Metrics: Coupon category, use, UX impact, business impact, type preference



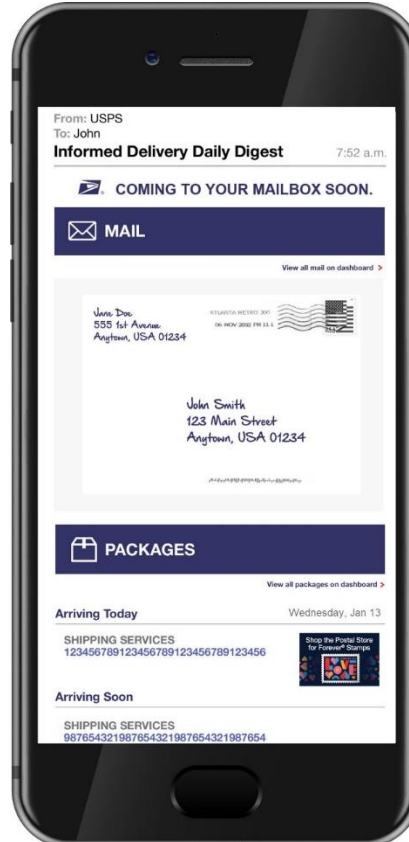
Other Upcoming Features

Additional Features for Consumers and Marketers



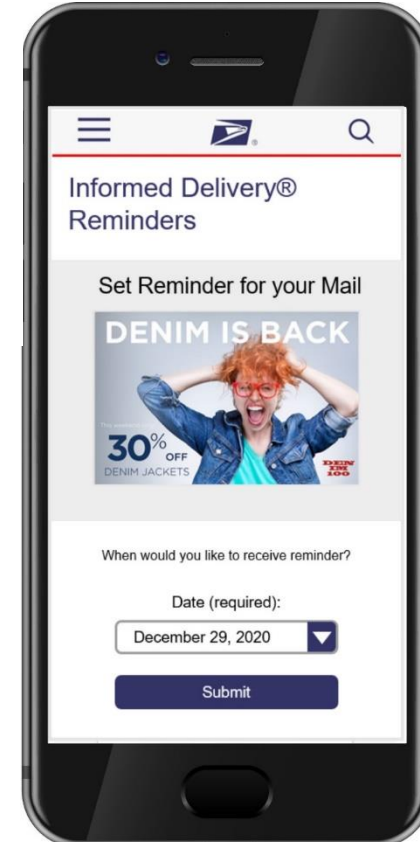
Coupons & Hyperlocal

- Initial offering will look like existing campaigns.
- Coupon infrastructure will allow click-to-wallet for mobile.
- May evolve to be ride-along content only.
- Placement at end of daily digest after packages.



Package Campaigns

- API Interface for Campaign Submission.
- Cloud-based extension to mailer campaign portal.



Reminders

- User experience to set an email reminder up to the end of a campaign.
- Reminders for non-campaign mail pieces for 14 days.
- Tracking similar to that for campaigns.

Mailers' Technical Advisory Committee (MTAC)

January 27, 2021

Product Solutions

Tom Foti
Vice President

TOPICS

- **PROMOTION'S UPDATE**
- **PREMIUM FORWARDING SERVICE COMMERCIAL PROGRAM UPDATE**
- **MTAC TASK TEAM #32 UPDATE**
- **PRODUCT CLASSIFICATION UPDATE**

Marketing Mail Promotions Comparison 2020 vs. 2019

Tactile, Sensory & Interactive Promotion

	2019	2020	Change
Volume	1,440M	707M	-51%
Revenue	\$320M	\$160M	-50%
Participants	167	115	-31%

Emerging & Advanced Technology Promotion

	2019	2020	Change
Volume	4,474M	3,507M	-22%
Revenue	\$895M	\$694M	-21%
Participants	256	224	-13%

Mobile Shopping Promotion

	2019	2020	Change
Volume	5,482M	4,378M	-20%
Revenue	\$1,197M	\$963M	-20%
Participants	600	535	-11%

Informed Delivery Promotion

	2019	2020	Change
Volume	2,411M	2,991M	24%
Revenue	\$509M	\$604M	19%
Participants	376	613	63%

Combined Promotions

	2019	2020	Change
Volume	13,807M	11,583M	-16%
Revenue	\$2,921M	\$2,421M	-17%
Participants	1,399	1,487	6%

First-Class Mail Promotions Comparison 2020 vs. 2019

Emerging & Advanced Technology Promotion

	2019	2020	Change
Volume	248M	238M	-4%
Revenue	\$94M	\$91M	-3%
Participants	30	40	33%

Informed Delivery Promotion

	2019	2020	Change
Volume	217M	237M	9%
Revenue	\$82M	\$92M	12%
Participants	102	131	28%

Personalized Color Transpromo Promotion

	2019	2020	Change
Volume	922M*	854M	-7%
Revenue	\$360M*	\$333M	-8%
Participants	60	48	-20%

Combined Promotions

	2019	2020	Change
Volume	1,387M	1,329M	-4%
Revenue	\$536M	\$516M	-4%
Participants	192	219	14%

2021 MAILING PROMOTIONS CALENDAR

JAN – FEB – MARCH

APRIL – MAY – JUNE

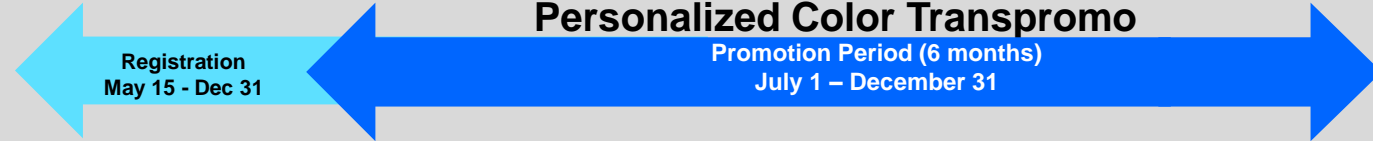
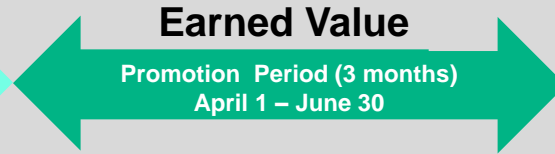
JULY – AUG – SEPT

OCT – NOV – DEC

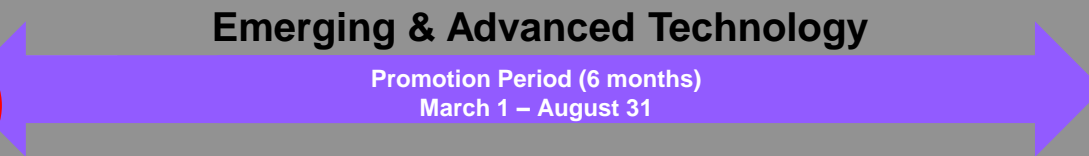
FIRST-CLASS MAIL®



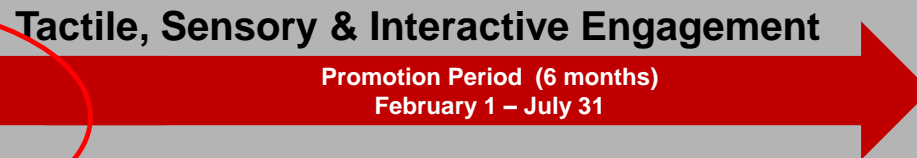
*registration closes Mar 31, 2021



MARKETING MAIL® AND FIRST-CLASS MAIL



MARKETING MAIL



2021 Promotions - Significant Changes

- **All Promotion Requirements are posted on PostalPro**
 - Documents are split into two parts (except Earned Value)
 - Part I: Specific program requirements
 - Part II: General participation requirements (registration, mail entry, audit, etc.)
- **Tactile Sensory Promotion:** Linen Embossing as eligible treatment removed
- **Earned Value Promotion:** Tier structure removed, all participants qualify for a 2-cent credit
- **Mobile Shopping Promotion**
 - Added Voice Assistant as eligible print integration option
 - Eliminating some requirements about digital experience
 - Guest check out option no longer required
 - Opt-ins and Pre-checks have been removed
 - Pop-ups allowed, but must have an option to cancel/close
 - Mobile barcode placement: cannot be positioned in “fine print”

Premium Forwarding Service Commercial (PFSC) Program Updates

PAYMENT UPDATE

To streamline and standardize payment process across applications. Updating payment process from CAPS to EPS in February 2021

ENHANCEMENTS

Customer Enhancements include: Bulk Upload, Search & Editing Capability, Improved Notifications.

Target FY21 PQ3

REPORTING

Create customer reporting capability. Enhance PFSC dashboard for internal users to improve data availability.

Target FY21 PQ4

MTAC Task Team #32 – Larger Sized Postcard

- This team has been working to define the characteristics of this potential enhancement and to assist with the development of a business case.
- **Proposal:** Presort and automation FCM postcards: Increase maximum size to more than 4 ¼ x 6 but no larger than 6 x 9 inches
- No other DMM changes proposed.
- **Currently:** Drafted survey to be identify potential migration; planned distribution after 1/29/2021.
- **Survey Distribution plan:** MTAC and other mailer associations, Industry Alert
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- **Hazmat Separations and Indicators Rules:**

- Both changes are still alive but were postponed to CY 2021 due to Peak and COVID.
- Comments related to Indicators rules are still being reviewed and analyzed for potential inclusion in the final rule.

- **E-Cigarettes and Vaping Law impacts:**

- The USPS is reviewing the law and comparing it to the requirements implemented through the PACT laws for tobacco.
- The law provides for implementation no later than 120 days from its enactment.