

Customer Experience, Product Solutions, Business Technology

Kelly Sigmon

Vice President Customer Experience

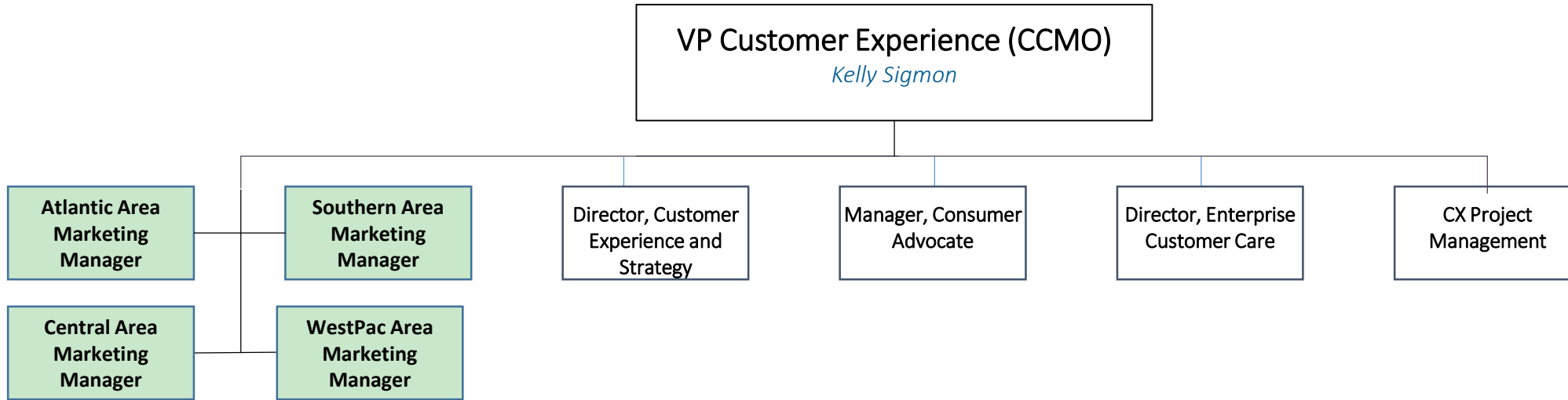
Gary Reblin

Vice President Innovative Business Technology

Tom Foti

Vice President Product Solutions

New VP CX structure drives a customer focus into all aspects of the USPS



Each Area Marketing Teams will continue to include:

- Area Business Support Network
- Manager, Small Business Development and Mail Acceptance
- Area Customer Service Program Analysts
- Manager, Consumer and Industry Contact

District Marketing Teams report up through Area Marketing Managers including:

- District Marketing Managers
 - Business Service Network Representatives
 - Business Development Specialist
 - Manager, Consumer and Industry Contact

Customer Experience Organization - Driving a customer focus into all aspects of the United States Postal Service

- Customer Care – Onboard, Educate and Resolve
- Industry Outreach
- Congressional Outreach
- Improving the Customer's Experience
- Revenue Growth

Tom Foti
Vice President
Solutions

MTAC General Session

March 30, 2021

Proposed Product Modifications



PRIORITY MAIL EXPRESS



BOUND PRINTED MATTER PARCELS



PRIORITY MAIL EXPRESS



The Postal Service filed notice with the Postal Regulatory Commission (PRC) on March 26, 2021 to simplify the delivery time for Priority Mail Express (PME).

The new single guaranteed delivery time will be 6 p.m. on the committed delivery day, regardless of package origin and destination.

The price of using PME as a shipping option will not change. The changes to PME will take effect no earlier than May 23, 2021.



BOUND PRINTED MATTER PARCELS



The Postal Service is requesting that the Postal Regulatory Commission change the classification of Bound Printed Matter (BPM) parcels (which can weigh up to 15 pounds) from a Market Dominant service to a Competitive service.

If approved by the Postal Regulatory Commission, the change would happen at a later date. It is anticipated to come later this year, possibly in the beginning of 2022.

The move to competitive allows us to better align BPM Parcels with the competitive landscape and create better product positioning within USPS Package portfolio.

This change is limited to moving BPM Parcels (not BPM Flats) to competitive and does not currently include a change in price.

Remittance Mail Advisory Committee - Update

Product Solutions – Remittance Mail Advisory Committee - Update

- **Status:** Request to convert Remittance Mail Advisory Committee to an MTAC User Group or Work Group was submitted March 15, 2021.
- **Decision:** MTAC Task Team #33 was approved March 24, 2021. The team will work for the next 30 days.

- **Desired goal:** Determine whether a MTAC User Group or a MTAC Work Group would be more appropriate to address concerns expressed by remittance mailers. Define the scope and write and issues statement for the subsequent group.

Initial desired outcomes of move from RMAC to MTAC.

Task Team Leaders:

Industry: Sharon Harrison

Postal: Prat Shah, Margaret Pepe

• **The Task Team will consider the following:**

- What changes are necessary to provide a more consistent structure to support Remittance Mail communication and needs with the USPS/Mailing Industry.
- What would the recommended escalation path be, where needed.
- What is needed to improve visibility of service performance of Remittance Mail.
- How should service performance metrics be defined.
- What communication improvements are necessary for local/area/HQ USPS and Industry partners regarding remittance mail performance, processes, innovation, and needs.

MTAC Task Team #32 – Larger Sized Postcard

MTAC Task Team #32 – Larger Sized Postcard


- This team is 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:**
- Jointly developed survey to estimate demand for larger sized postcard
- Fielded survey and received 795 responses; 400 from initial email push to known industry association members, and 395 from surveys that those members forwarded to others
- Analyzing responses and compiling summary of findings to be shared with task team members
- Survey results will be used develop business case

E-Cigarette/Vaping Rule Update

PACT Act and ENDS/E-Cigarette/Vaping Rules

- Law Enacted December 27, 2020
 - Added Electronic Nicotine Delivery Systems (ENDS) to Jenkins Act and PACT Act
 - Requires new rule implementation no later than 120 days from law enactment
 - Defined ENDS as: any electronic device that, through an aerosolized solution, delivers **nicotine, flavor, or any other substance** to the user inhaling from the device: including - e-cigarette; e-hookah; e-cigar; vape pen; advanced refillable personal vaporizer; electronic pipe; and any **component, liquid, part, or accessory of a device** as defined about without regards to whether it is sold separately from the device.

- Proposed rule published in Federal Register (FRN) on February 19, 2021 for 30-day comment period
 - Comment period closed March 22, 2021
 - 15,800 comments received
 - Still analyzing comments and potential impacts on Final Rule

- Final Rule issued and effective no later than April 26, 2021 

Academic Outreach Update

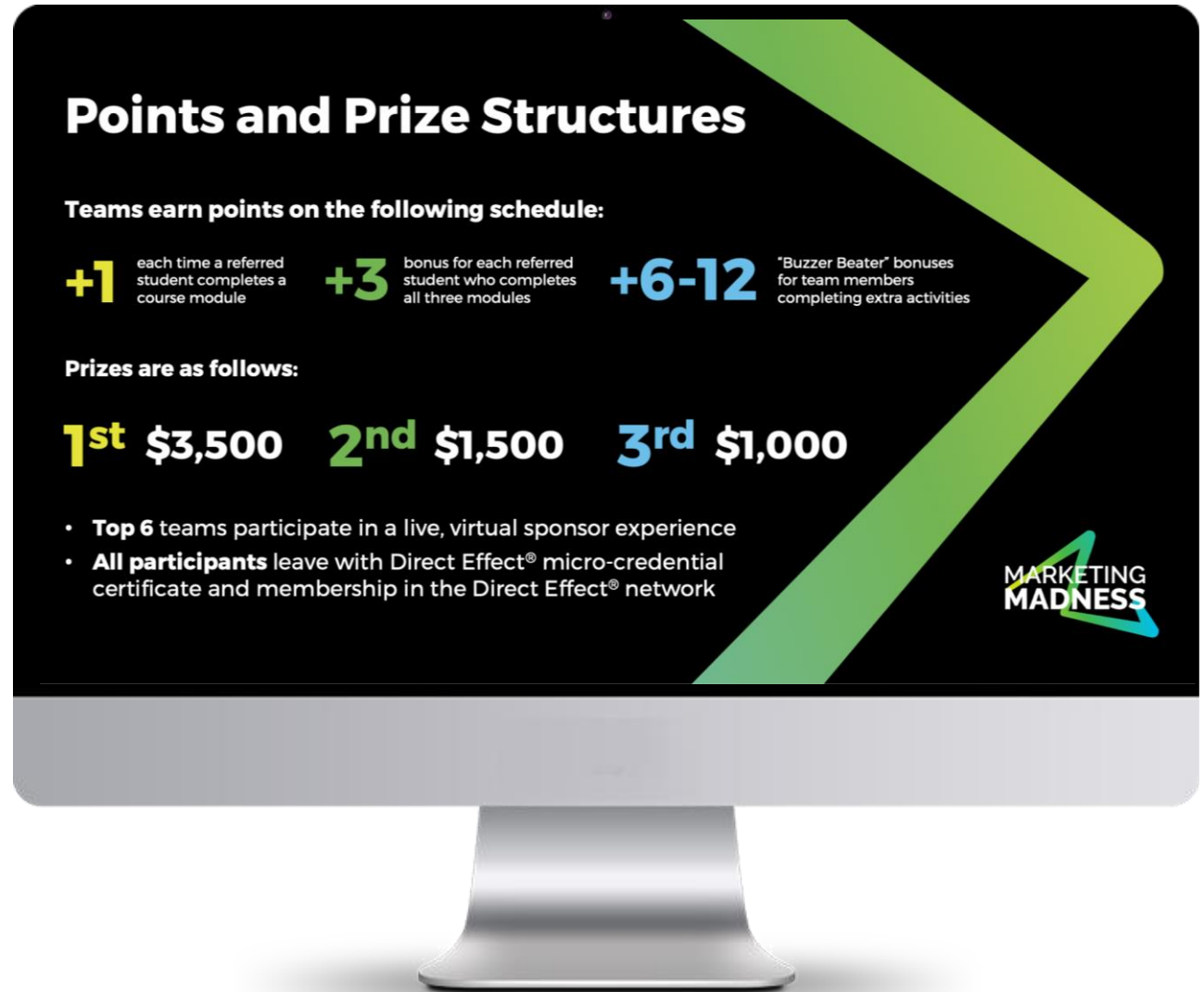
Marketing Madness

- Kick Off the **Direct Effect® Fundamentals of Integrated Direct Marketing Micro-Credential**
- Create sustained engagement with collegiate marketing, business, and design clubs
- Engage faculty advisors in the broader **Direct Effect®** offering
- Expand the **Direct Effect®** community



Competition

- Faculty Advisor registers the team
- Direct Effect provides the team its referral code
- Teams market to recruit fellow students to complete the Direct Effect® micro-credential course
- Teams accrue points as students they recruit complete the course
- Team members earn extra points by completing “Buzzer Beater” activities



Points and Prize Structures

Teams earn points on the following schedule:

+1 each time a referred student completes a course module	+3 bonus for each referred student who completes all three modules	+6-12 “Buzzer Beater” bonuses for team members completing extra activities
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Prizes are as follows:

1st \$3,500	2nd \$1,500	3rd \$1,000
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- **Top 6** teams participate in a live, virtual sponsor experience
- **All participants** leave with Direct Effect® micro-credential certificate and membership in the Direct Effect® network

MARKETING MADNESS

MARKETING MADNESS

+ New school

40

Teams

37

Total Schools

17

New Schools

	ROSEMONT COLLEGE <i>the POWER of small</i>	PEPPERDINE UNIVERSITY	+ JMU JAMES MADISON UNIVERSITY.	+ UNIVERSITY OF Nebraska Omaha	+ UIC	+ TUSKEGEE UNIVERSITY	+ Drexel UNIVERSITY	GEORGETOWN UNIVERSITY School of Continuing Studies
+ ILLINOIS MEDIA SCHOOL	+ WESTERN MICHIGAN UNIVERSITY	Appalachian STATE UNIVERSITY.	LVC	+ ITHACA COLLEGE	NEW YORK CITY COLLEGE OF TECHNOLOGY CITY TECH	CEDARVILLE UNIVERSITY.	FSCJ Florida State College at Jacksonville	
+ ENSIGN COLLEGE	+ KEAN	+ UNIVERSITY OF SOUTH FLORIDA	+ Harper College.	SAINT FRANCIS UNIVERSITY <i>Securus fides vincens</i>	FAMU [FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY]	+ COOKMAN UNIVERSITY 1923 HEAD HAND HEART 1904 1872 2007	SHIPPENSBURG UNIVERSITY	
University of CINCINNATI	+ Rowan University	+ GENESEO THE STATE UNIVERSITY OF NEW YORK	M MIAMI UNIVERSITY	BENTLEY UNIVERSITY	X XAVIER	+ SOUTHERN UNIVERSITY	Wilkes University	
+ Mountwest Community & Technical College	POINT PARK UNIVERSITY	+ OSWEGO STATE UNIVERSITY OF NEW YORK	Pittsburg State University	UNF UNIVERSITY of NORTH FLORIDA.				

Buzzer Beater

Worth 6 extra points, and asked users to:

- Send an image of a standout direct mail piece they received this month
- Briefly describe why it stood out.



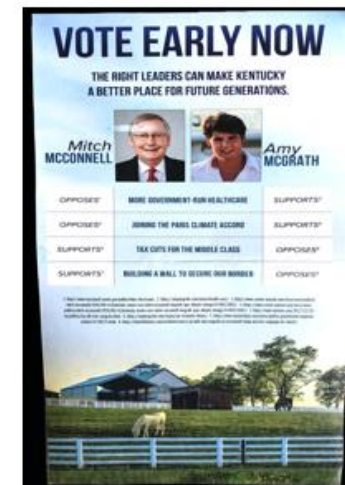
"The use of hearts, opportunities to win prizes and gifts, and invitations to insider events also bring a feeling of them caring about me as a customer and being part of their important customer base for life."

Nicole Shields
Point Park University



"I liked that the mail included the nice photo that you can use the Zappar app to experience virtual reality as if you're on the beach! It is nice integrated marketing of direct mail and mobile apps."

Min-Chung Han
Kean University



"The simple message and beautiful design made this mailer stand out when I retrieved it from my mailbox...The colors and photography on the card are quite eye-catching, and the typography is large, simple and easy to read."

Julie Terry
Mountwest Technical & Community College



334

CERTIFICATE
COMPLETIONS

24 FACULTY & 310 STUDENTS

FROM 16 SCHOOLS



150

POST-CERTIFICATE
SURVEY RESPONSES

SOCIAL ENGAGEMENT



24

POSTS



4,264

ORGANIC IMPRESSIONS



72

POST SHARES



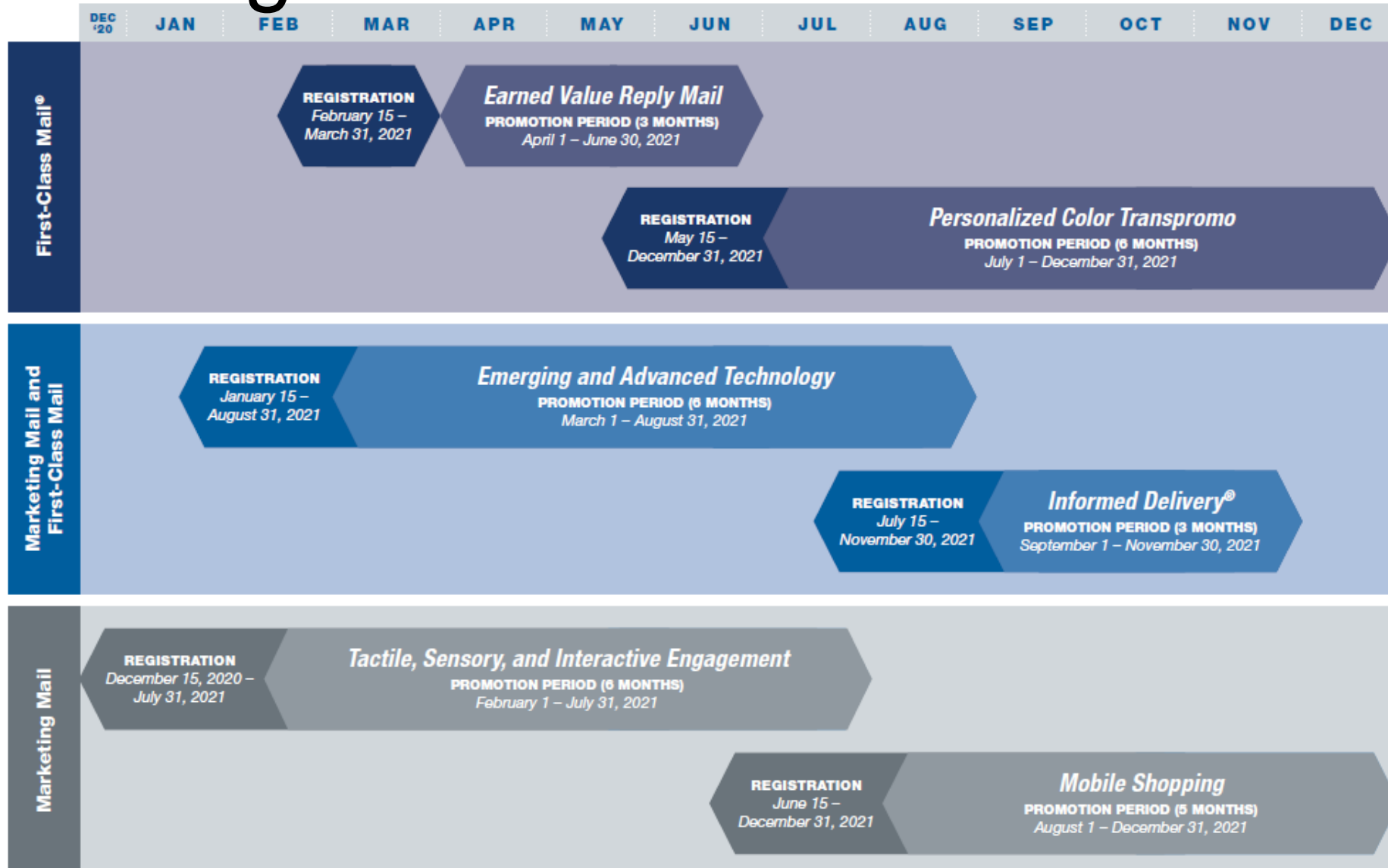
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REACTIONS & COMMENTS

INDUSTRY SUPPORT FROM 

Promotions Update

2021 Mailing Promotions Calendar



CY21 Promotion Performance

- 2021 Tactile Sensory Interactive Promotion
 - Promotion Period: February 1 through June 30, 2021
 - Participation as of March 22nd, 2021:
 - Volume: 261M
 - Revenue: \$61M

- 2021 Emerging & Advanced Technology Promotion
 - Promotion Period: March 1 through August 31, 2021
 - Participation as of March 22nd, 2021:
 - Volume: 413M
 - Revenue: \$95M

- ★• 2021 Earned Value Promotion
 - Registration closes on March 31st
 - Enrollment as of March 25th, 2021: 380 Participants