

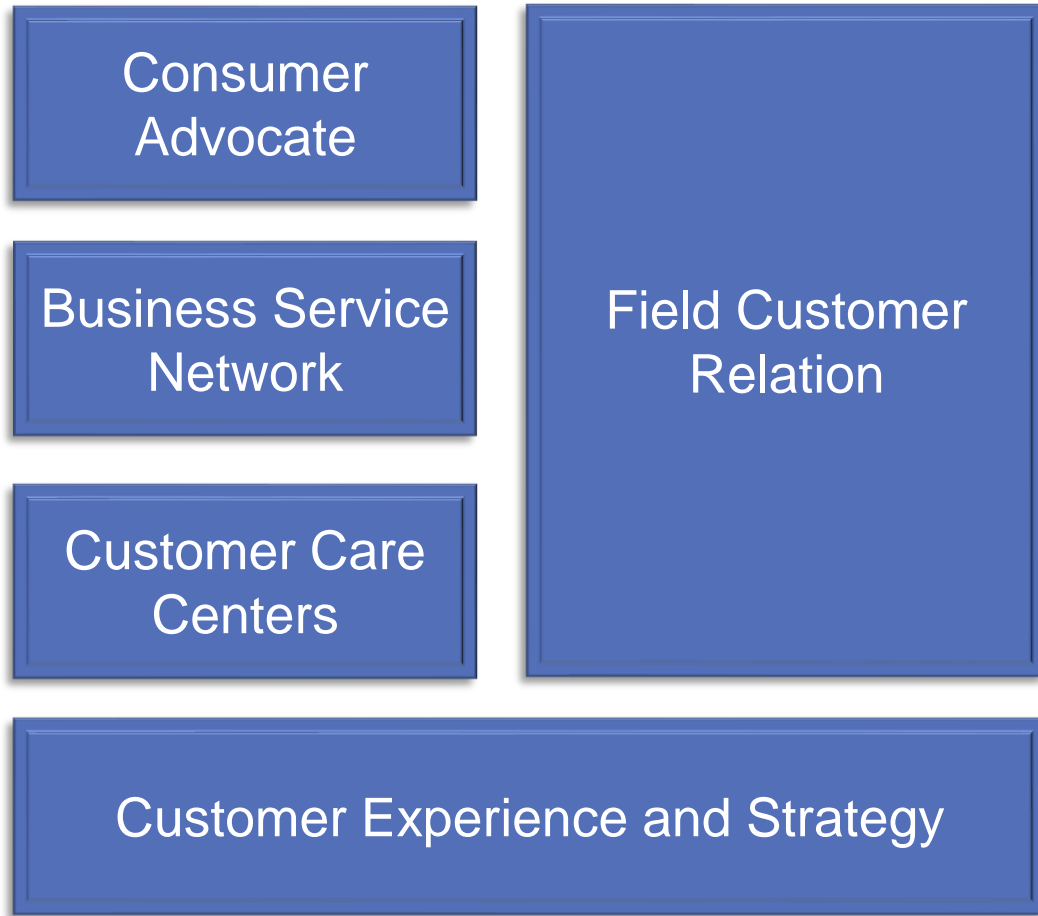
CX Organization

Kelly Sigmon

June 29,2021

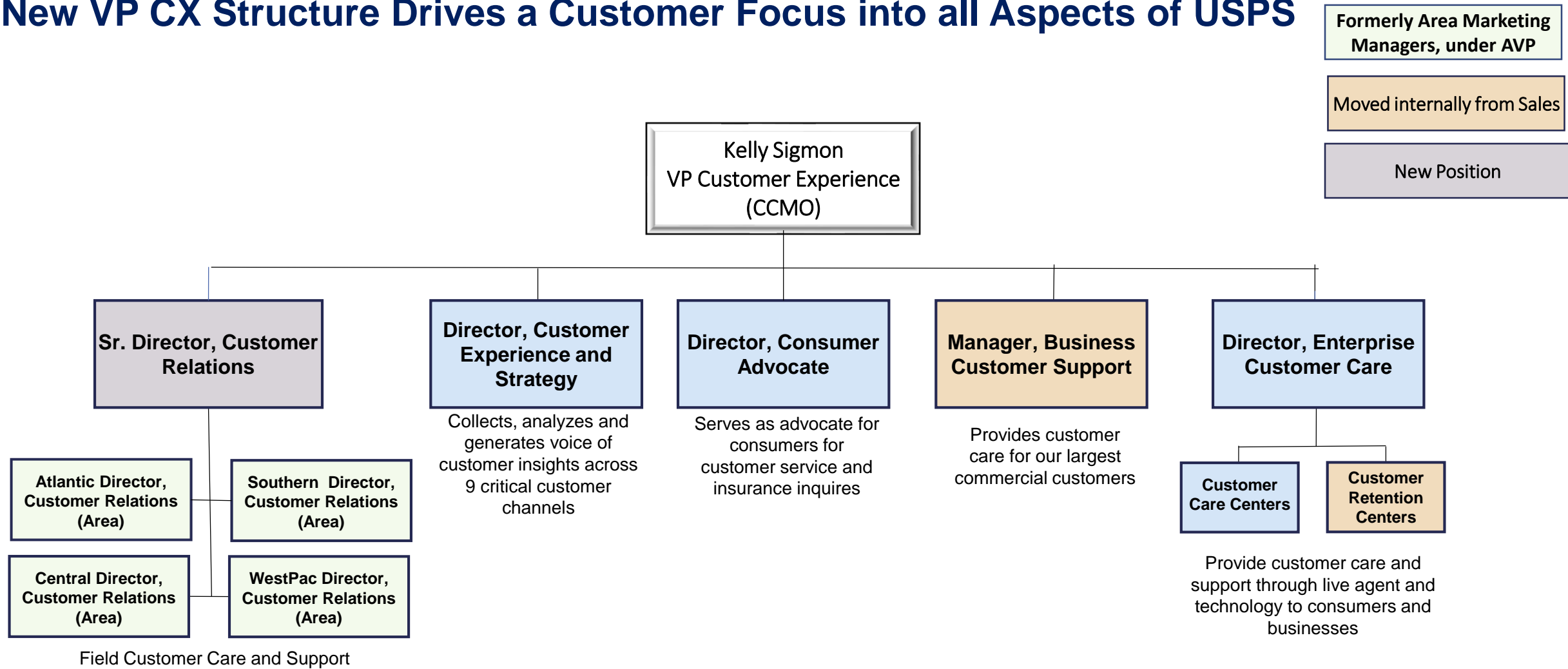
Customer Experience New Structure

Creating a seamless Customer Experience



Our purpose is to create a culture that promotes a unified, consistent experience by listening to the voice of our customers and providing Customer Care Solutions, Outreach and Advocacy with the goals to increase customer loyalty, retention and revenue

New VP CX Structure Drives a Customer Focus into all Aspects of USPS



FIELD CUSTOMER RELATIONS - OVERVIEW

Formerly Marketing
Manager

Field Customer Care and support, Industry and Congressional Outreach, Revenue Growth

Director Customer Relations (Area)

Manager, Business Service Network (Area)

Customer Relations Support (Area)

Consumer Affairs (Area)

Managers, Customer Relations, District

Sr. BSN Specialists (Area)

Business Service Network (District)

Consumer Affairs (District)

Small Business Lead Generation

Local Industry Outreach

Area Level

District Level

Tom Foti

**Vice President
Product Solutions**

MTAC General Session

June 29, 2021

PRODUCT SOLUTIONS

VP of Product Solutions

Provide innovative services, products and solutions to meet the evolving needs of our customers.

Pricing & Classification Service Center

- ❑ Process ~25,000 Periodicals and Non-Profit applications and cases annually
- ❑ Determination office for Marketing Mail Nonprofit, Periodicals and Sexually Oriented Applications
- ❑ Supports mailing industry with National Customer Rulings Program

Product Classification

- ❑ Create and define postal policy on products/services
- ❑ Validate and verify postal pricing on all published prices.
- ❑ Enhance the customer mailing experience by providing dynamic, intuitive tools and clearly written rules and requirements.

Product Management

- ❑ Manages all aspects of USPS mailing services, special services and product solution.
- ❑ Leverages innovative solutions to generate revenue
- ❑ Focuses to increase customer satisfaction for internal and external stakeholders

Commercial Product Payment & Policy

- ❑ Secure payment solutions for Commercial Mailers to make business decisions and protect revenue.
- ❑ Develop and implement of new or revised programs, policies and procedures for complex/major mail acceptance programs
- ❑ Automate acceptance at induction improving efficiencies across all Package platforms.
- ❑ Supports Customer Acceptance testing, Regression Testing and End-To-End Testing for Technology Applications

Product Acceptance & Support

- ❑ Provides world class, solution-oriented customer service and support to internal/external stakeholders
- ❑ Identifies the best solutions for customer's commercial mailing needs
- ❑ Uses data to provide consultation, diagnostics, research, and tools necessary for all stakeholders to meet the demands of a dynamic business environment.
- ❑ BAS to trains BME field employees on all commercial mail initiatives

Key Initiatives:

- Customer appeals
- Customer Rulings
- Mailpiece Machinability
- ENDS Exceptions

- Price Change
- E- Cigarettes Prohibitions (ENDS)
- OCPI for International
- Product Redesign

- Mail Promotions
- Special Service Enhancements
- Market Tests (Plus One)
- Product Redesign

- Seamless Acceptance
- eVs / Package Platform
- Verifications & Assessments
- BCG Redesign

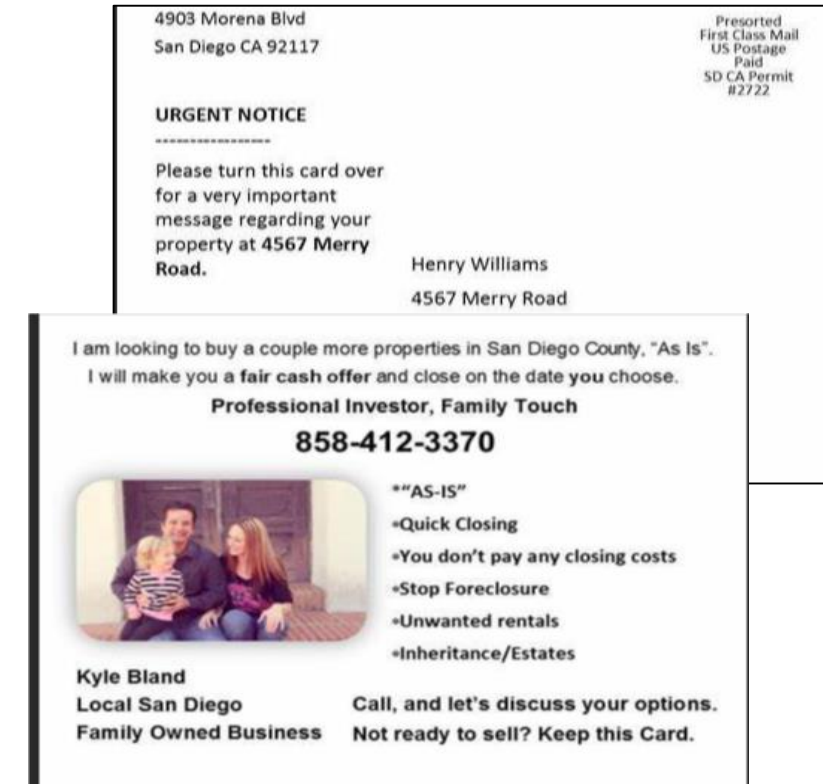
- Field BME Integration
- Seamless Adoption
- Helpdesk Optimization
- Plant Load Agreement Process NCED
- BME Academy Redesign

MTAC Task Team #32 – Larger Sized Postcard

Large Sized Postcard Update

Increase Maximum Allowable Size for First Class Presort Postcards

- Currently the maximum size of a postcard is 4 ¼” height by 6” length
- MTAC Task Team #32 worked with USPS Product Management to develop business case
- Propose to increase allowable size dimensions for all commercial First-Class Mail (presort and automation) postcards to a maximum of 6” height by 9” length
- Requires a change within our Mail Classification Schedule (MSC) and Domestic Mail Manual (DMM)
- Large Size FCM Presort Postcard was filed with the PRC on 6/23 for their approval



Proposed Service Standard Changes and Impact on Select Industries

FCM Standards – Industry Discussions

Overview

- USPS held virtual meetings with six different regulated industries: Utilities, Insurance, Banking / Mortgage, Credit Card, Healthcare / Pharmacy, and Telecom
- Purpose for those meetings was to discuss impact of potential changes in First-Class Mail service standards within specific industries
- Meetings took place between April 14 and April 21, 2021
- Topics of discussions were
 - Regulatory requirements
 - Operational impacts
 - General business impact and
 - Effect on mail volumes

FCM Standards – Industry Discussions Feedback

Impacts and Adjustments

- Most do not yet understand potential impact on their business processes
- Require O/D pairs and associated service standards to analyze business impact
- Could be costly / take time to adjust
- Concern over simultaneous price and service changes
- Request of USPS to delay implementation until at least next year

Regulatory Issues

- Regulations (State and Federal) mandate specific timelines for mailings such as responses, notices, cancellations, etc.
- Companies have maximized their systems/operations to meet regulations
- Might need to lobby regulators to make changes based on new delivery standards

Other comments

- Comments around expecting price change in August, which was unplanned and was considered more important than service change
- Need time to analyze and make operational adjustments
- Would prefer USPS to split any price / service changes to make internal changes easier

Timeline of Milestones – All Tasks by USPS and Intervenor Now Complete

- ❑ April 6 - USPS held Pre-filing Conference April 6
- ❑ April 21 - USPS filed formal request for Advisory Opinion and Supporting Materials
- ❑ April 30 - Technical Conference allowing for Questioning of USPS witnesses
- ❑ May 5 - 11 Intervenor declare and make discovery requests until May 19
- ❑ May 26 - USPS Competes Discovery Answering all Interrogatories and Document Requests
- ❑ June 2 - Rebuttal Testimony
- ❑ June 9 - Hearing of Service Standard Changes
- ❑ June 21 – Briefs filed by USPS and Intervenor
- ❑ June 28 – Reply Briefs filed

Timeline for Release of Advisory Opinion

- July 20 – Advisory Opinion Expected to be Released By PRC

April 6, 2021



July 20, 2021

Going Forward



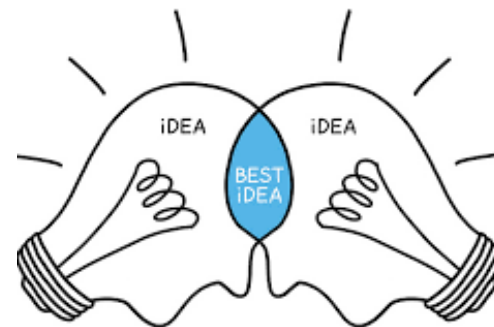
Partnership



Communication



Collaboration



Innovation

Keeping Mail Relevant and Effective