AIM Meeting – Southern Area

Steve Monteith

Chief Customer and Marketing Officer, EVP



THANK YOU





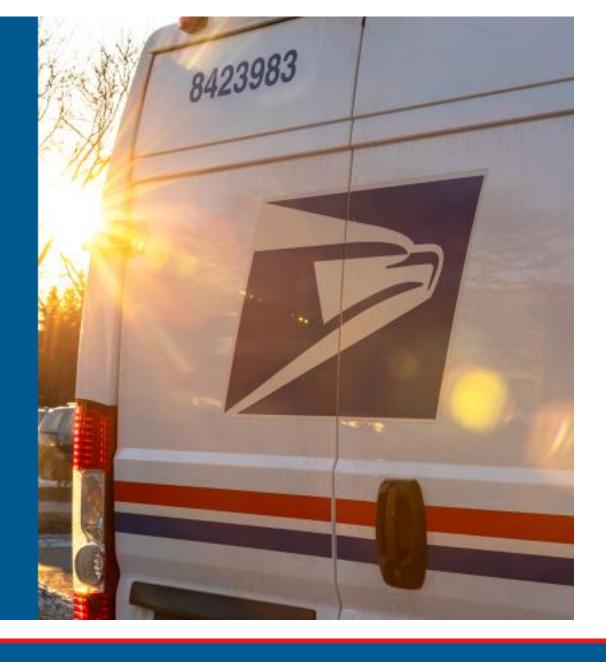
Delivering for America

OUR VISION AND TEN-YEAR
PLAN TO ACHIEVE FINANCIAL
SUSTAINABILITY AND SERVICE
EXCELLENCE



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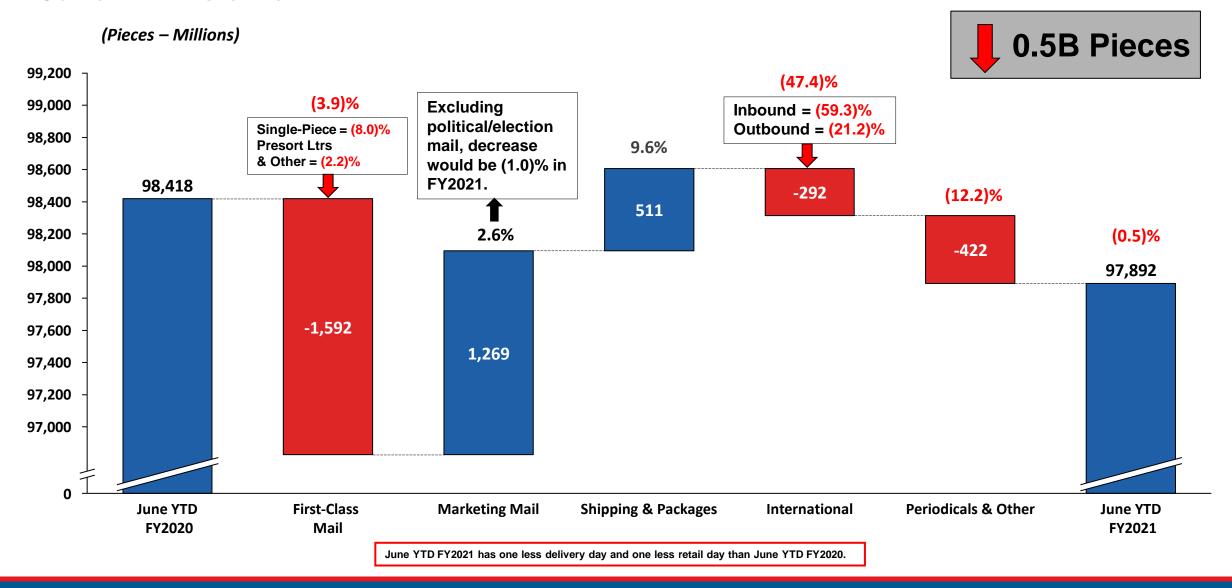




State of the Business

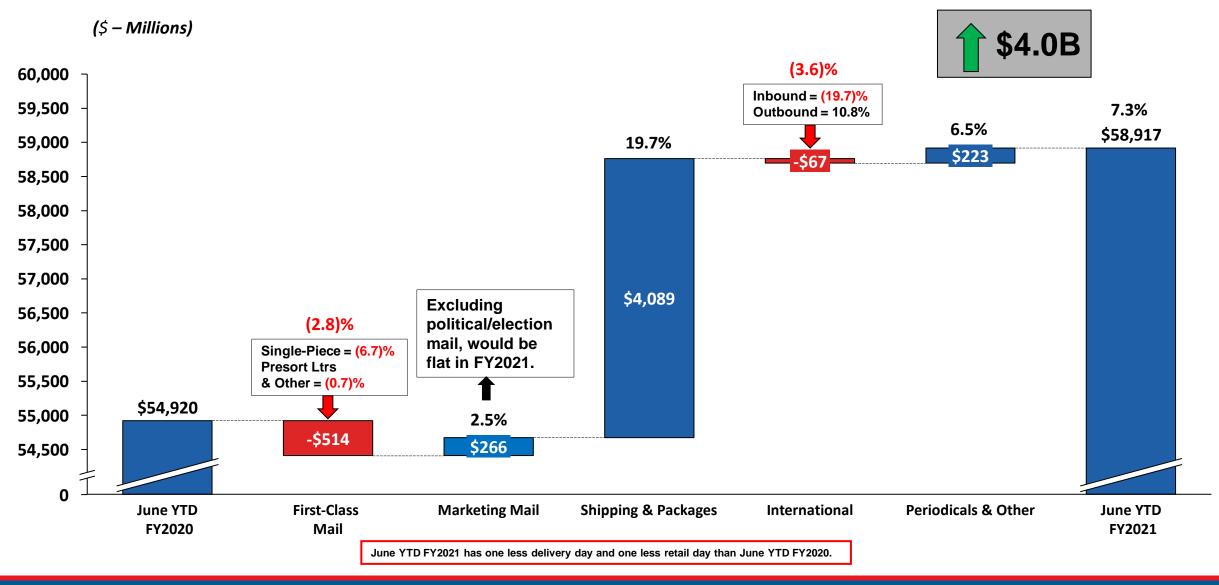


FY2021 vs. FY2020 June YTD Volume





FY2021 vs. FY2020 June YTD Revenue





Marketing Updates and New Structure



Chief Customer and Marketing Office (CCMO) Organization

Chief Customer and Marketing Officer and Executive Vice President

Steve Monteith







Marketing

Sheila Holman



Product Solutions



Sales



Global Business

	Customer Experience
	Kelly Sigmon
•	Customer Care Centers Consumer Advocate & Customer Relations
•	Customer Experience & Strategy Enterprise Customer Care Field Marketing

Business Customer Intelligence

Customer Care Centers	•	Brand Marketing
Consumer Advocate & Customer	•	Innovation & Insights
Relations	•	Stamp Services
Customer Experience & Strategy	•	Small Business
Enterprise Customer Care		

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•	Pricing & Classification Service
	Center
•	Product Management
•	Product Classification
•	Commercial Acceptance
•	Business Acceptance Solutions
•	Business Mail Entry

Shavon Keys **Robert Raines Business Alliances** International Strategy & Business National Field Sales Development Strategic Accounts • International Products & Major Sales Operations & Planning Accounts **Business Customer Support &** • International Policy & Business Services Development Pacific Analytics



What is USPSCONNECT[™]?

It's a suite of scalable and customizable solutions that allow your business to become more customer obsessed and foster growth.











Fast, Local Delivery Designed for Main Street

Neighborhood businesses are the lifeline of Main Streets everywhere.

In 2020, neighborhood businesses were forced to change their business model and reinvent the customer experience in order to survive.

As the world shifts into recovery with consumers shopping online more than ever, businesses need to find new, cost-effective ways to compete on shipping speed, price and convenience to meet customer demand for local delivery.

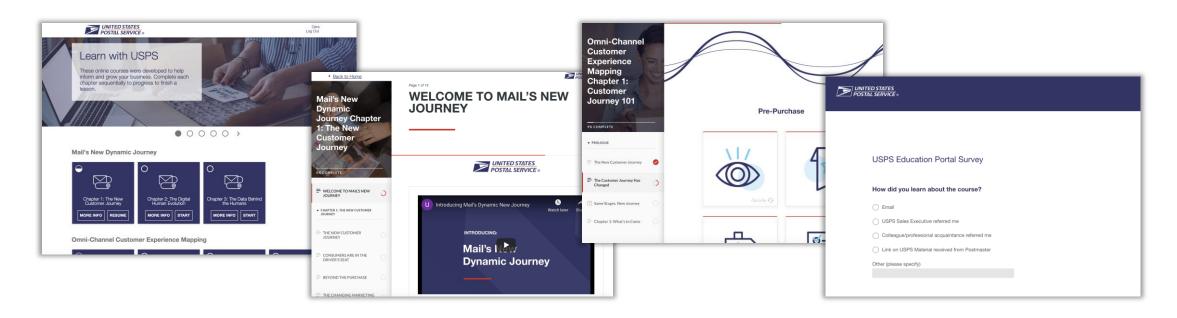
USPS is ready to help neighborhood businesses meet today's challenges head-on. USPS Connect Local is their solution for same day or next-day delivery.



Mail

Mail

uspsmailjourney.com helps companies understand how to differentiate themselves through the power of mail



Digestible content

Self-paced learning

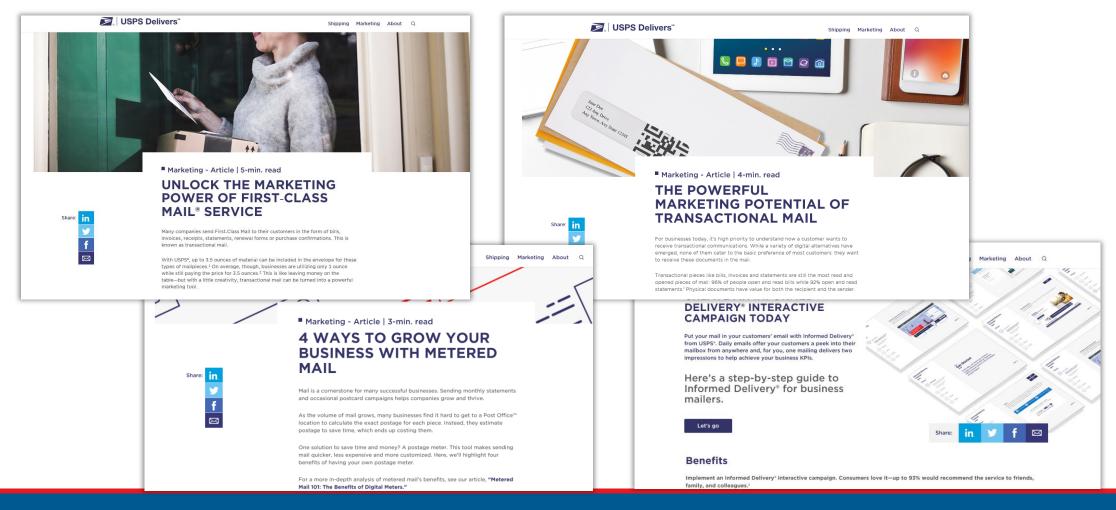
Generate leads

Collect feedback



www.uspsdelivers.com

Helping marketers ideate, develop, and execute mail campaigns

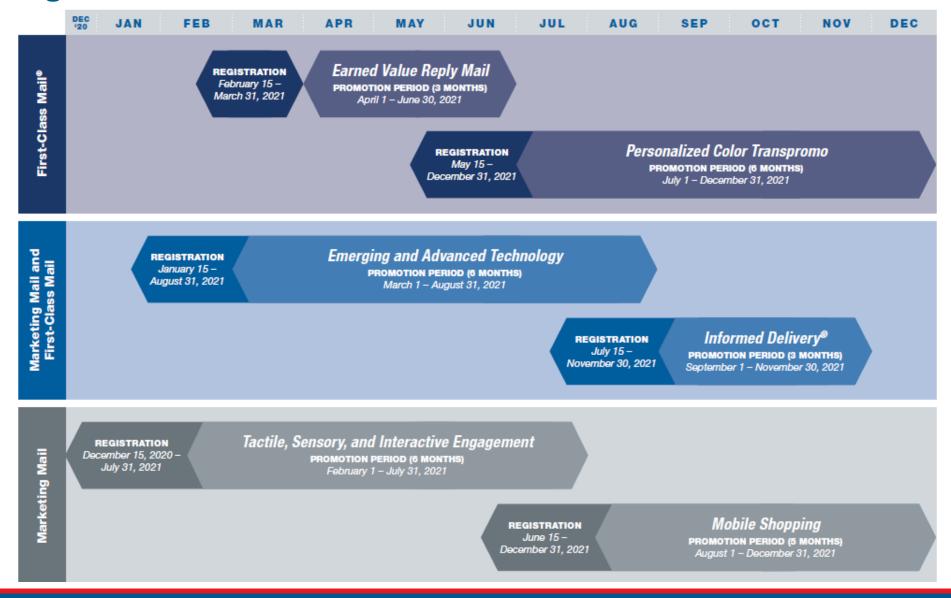




Promotions



2021 Mailing Promotions Calendar

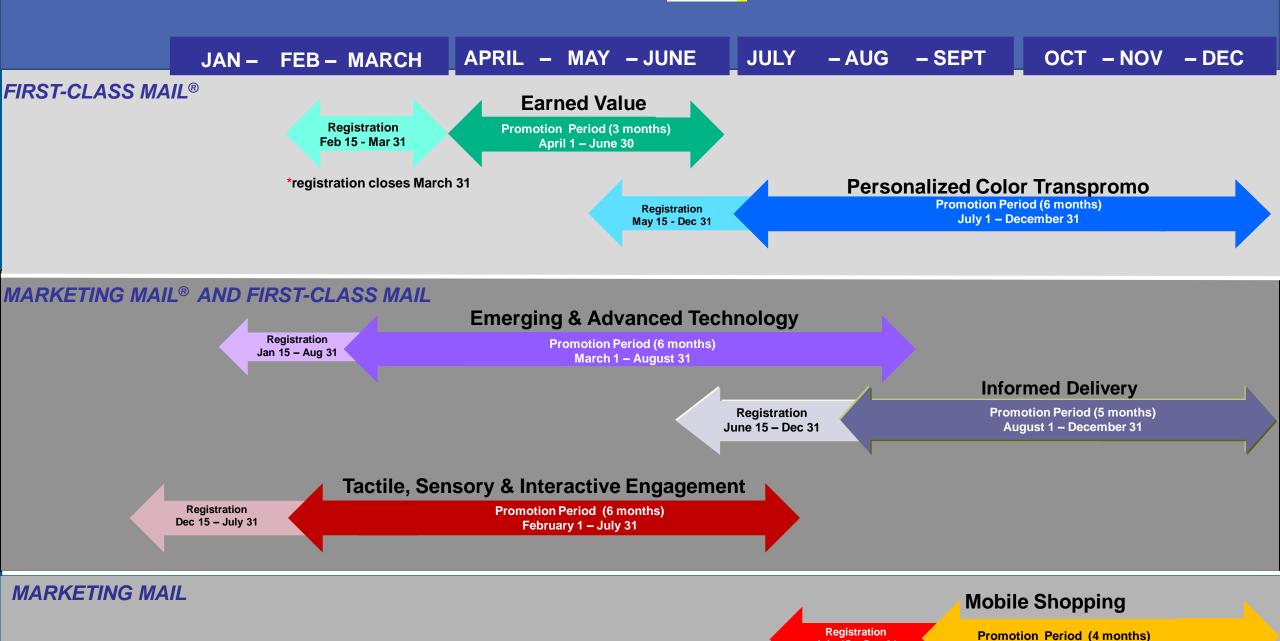




2022 MAILING PROMOTIONS CALENDAR

July 15 - Dec 31

September 1 - December 31

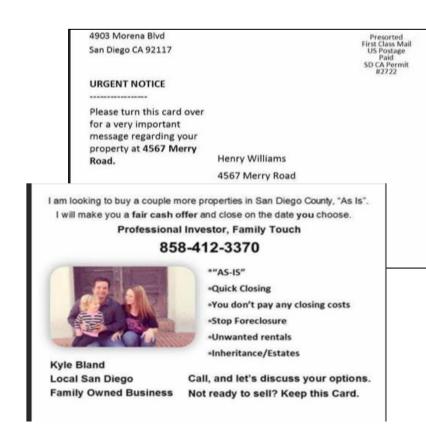


Cubicot to DDC Approval

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 approved by the PRC and will be available on August 29





Plus One Market Test

Plus One is an additional mailpiece (card) which is mailed with a saturation letter marriage mail "host" mailpiece at a lower price

- Host piece
 - Saturation Letter marriage mail
 - eDoc Permit Imprint
 - DSCF entered
 - Full automation address with IMb barcode
- Plus One card
 - Relationship with Host mailer (6 months)
 - Addressed to same delivery points (not required to be every address)
 - DSCF through eDoc as part of same mailing
 - Full automation addressing with barcode
 - Plus One marking under Permit indicia
 - Max size 6" x 9.5"
 - At least 0.009 thick thicker than a postcard
 - All other MM requirements remain the same









Thank you