



## Peak Planning We have the visibility

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# OUR PLANNING

## DEPLOY SCANNING EQUIPMENT

*Assess volume, new processing equipment, peak annexes to deploy scanning devices and printers*

## PREDICT VOLUME

*Leverage machine learning to predict volume for all products, all locations, all entry points to plan for any capacity issues*

## DEPLOY ACTIONABLE INSIGHTS

*Deploy solutions with leading indicator KPIs to understand the state of operations at every level to enable rapid resolution*

## REVIEW LAST PEAK SEASON

*Review hot wash, work with Operations to determine gaps in visibility*

## COORDINATE

*Share best practices through BlueTube® and bring together new solutions to allow the organization to quickly identify pinch points for focus*



# AREAS OF INCREASED VISIBILITY

Enterprise Analytics focused on actionable application of data insights to internal decision makers.

Areas of enhanced or achieved greater precision include:



## Volume PREDICTIONS

Enhanced predictions leveraging customer volume, historical volume, market conditions, and what-if analysis



## Insight PRECISION

Enhanced status and **movement** of product, containers, trailers to identify any pinch points



## Operations PULSE

Key Performance Indicator visibility compared to normal Operating Conditions to measure health of each facility

**MTAC Task Team # 32  
- Larger Size  
Commercial First-  
Class Mail Postcard**

**November 2, 2021**

**Industry Leaders:** Rose Flanagan, Delivery Technology Advocacy Council (DTAC)  
David Marinelli, National Postal Policy Council (NPPC)

**Postal Leaders:** Elke Reuning-Elliott, Director Product Mgmt (Mailing Services)  
Verdonna Hudson, Principal Product Mgmt Specialist (Mailing Services)

## **Purpose of the Task Team**

Increase volume of First-Class Mail by creating a marketer-friendly mail piece size for non-ppi information to be sent at a faster delivery service schedule.

## **Results and Conclusion**

In-depth interviews followed by survey research resulted in the task team recommending an increase of the maximum size of machinable presort or automation First-Class Mail postcards H 6" x L 9". This change would not include mail entered through USPS Retail channels (i.e., single-piece FCM postcards).