# Southern & Atlantic Areas Joint AIM Meeting

Customer Relations 03.07.2023







# Welcome

## **Mike Cook**

Director, Customer Relations Southern Area & AIM National Postal Co-Chair

#### Felicia Jackson

Director, Customer Relations Atlantic Area & AIM Postal Co-Chair







## Southern Area Retail & Delivery Operations

Timothy R. Costello
Vice President Retail & Delivery Operations
Southern Area, USPS



## District Structure - Southern Delivery & Retail Area - Districts ZIP Codes





### District Managers- Southern Retail and Delivery Area



Tim Costello
Vice President
Operations – Southern ( Plano, TX)
Stacy Dillow Fricks - Exec. Admin. Asst.
Simi George
Mgr. OPS Integration



June Martindale
District Manager
AL-MS
(Birmingham, AL)
(515) 343-7105
Joseph C. Farlow
Mgr. Ops Integration



Diane Ingland
A/District Manager
AR-OK (OK City)
(412) 728-6909

Tim Bartlett Mgr. Ops Integration



Wendy English
A/District Manager
Florida 1
(Jacksonville)
(904) 838-6933

Rebecca Kruckenberg Mgr. Ops Integration



Richard Fermo

A/District Manager
Florida 2 (Tampa)
(561) 248-9787

Jesse J. Hobson A/Mgr. Ops Integration



Corey Richards
District Manager
South Carolina
(Columbia)
(702) 290-8969
Kenneth Maroney
Mgr. Ops Integration



Micheal Vecchitto
A/District Manager
Florida 3 (Ft.
Lauderdale)
(954) 527-6987

Kris Novy Mgr. Ops Integration



**Maged Aziz** 

A/District Manager Georgia (Duluth) (850) 524-5601 Caron Owens Mgr. Ops Integration



Yulonda Francis-Love
District Manager
Louisiana (New

Orleans)
(214) 533-1649
Larry Darsam -Mgr.
Ops Integration



**Neftali Pluguez** 

District Manager
Puerto Rico ( San
Juan)
(813) 503-7567
Anthony Tedesco
Mgr. Ops Integration



**Omar Coleman** 

District Manager
Tennessee
(Nashville)
(937) 844-9163
Sandra Quick
Mgr. Ops Integration



Milford Hooper
District Manager
Texas 1 - (Coppell)

(817) 205-3741

Virgil Cosma Mgr. Ops Integration



**David Camp** 

District Manager Texas 2 - (Houston) (501) 519-8580

David Meister Mgr. Ops Integration



**Thomas Billington III**District Manager

Texas 3 – (San Antonio) (512) 461-9017

Eric Rodriguez

A/Mgr. Ops Integration



### PCES Postmasters- Southern Retail and Delivery Area



**Falonda Woods** *(512) 769-8286* 

PCES Postmaster **Atlanta, GA** 



**Danny Reyes III** (210) 238-2477

A/PCES Postmaster **Dallas, TX** 



**Diane Tindle** (214) 717-7637

PCES Postmaster **Orlando, FL** 



Jacquelyn Villemaire (407) 252-4742

PCES Postmaster **Tampa, FL** 



**Robert Carr** (806) 220-7245

PCES Postmaster **San Antonio, TX** 



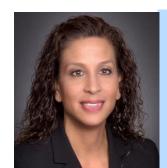
**Marcia Titus** (503) 881-0309

A/PCES Postmaster Oklahoma City, OK



James Tate III (346) 302-5841

A/PCES Postmaster **Memphis, TN** 



**Diana Nygaard** (616)318-5621

A/PCES Postmaster **Jacksonville, FL** 



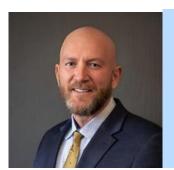
**Keith Pierle** (850) 524-5601

PCES Postmaster Miami, FL



**Douglas Watson** (702) 682-1650

PCES Postmaster Austin, TX



**Kevin Farmer** (682) 307-7431

PCES Postmaster Fort Worth, TX



Julia Wilbert (205) 601-4778

PCES Postmaster **Houston, TX** 



**Bryant Clevenger** (606)-465-9306

A/PCES Postmaster Fort Lauderdale, FL





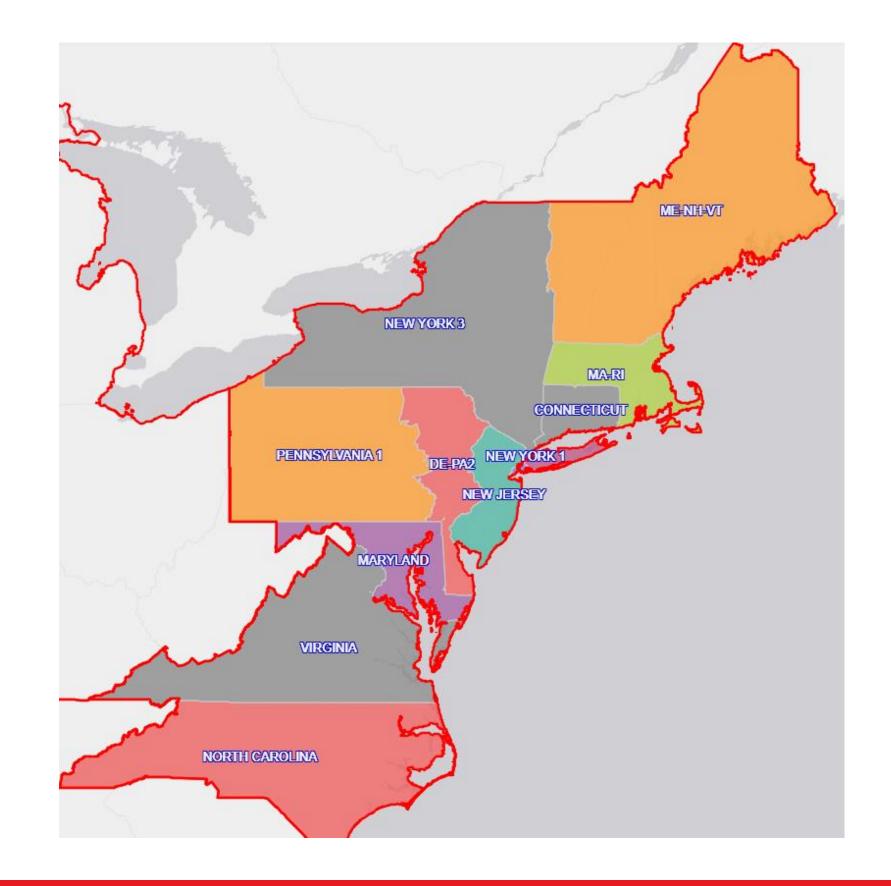
## Atlantic Area Retail & Delivery Operations

**Scott Raymond** *Vice President Retail & Delivery Operations Atlantic Area, USPS* 



## Atlantic Delivery & Retail Area - Districts ZIP Codes

Connecticut:	DE-PA2: Philadelphia	
060-069	180-199	
MA-RI:	Maryland – DC:	
010-029	200, 202-212, 214-219	
<b>ME-NH-VT:</b> 030-059	<b>New Jersey:</b> 070-089	
New York 1: New York City 100-104, 112	New York 2: Long Island/Queens 110, 111, 113-119	
New York 3: Upstate NY	North Carolina:	
105-109, 120-149	270-289	
Pennsylvania 1: Pittsburgh 150-179	<b>Virginia:</b> 201, 220-246	





### District Managers Atlantic Delivery & Retail Area



Vice President Operations – Atlantic Jacquese Rouse – A/Exec. Admin. Asst. **Christian French** Mgr. Ops Integration



**David C. Guiney** A/District Manager Connecticut (617) 654-5683

Tricia Lucas Mgr. Ops Integration



**Regina Bugbee District Manager** ME-NH-VT (207) 274-1776

Wendy Parlin Mgr. Ops Integration



**Marcellina Del Pizzo District Manager** New York 3 **Upstate NY** (732) 948-8795 Jordan Triebwasser Mgr. Ops Integration



**Ed Williamson** A/District Manager DE-PA2 Philadelphia (202) 497-9140 Kevin Fox Mgr. Ops Integration



**Michael Deignan District Manager** New Jersey (609) 731-8136

**Ehab Wassely** Mgr. Ops Integration



**Roselle Murrell** 

A/District Manager North Carolina (336) 392-5345

Amanda Lucas Mgr. Ops Integration



**Michael Rakes District Manager** MA-RI (401) 215-6296

Frank Bowen Mgr. Ops Integration



**Lorraine Castellano District Manager** 

New York 1 New York City (917) 975-4841 **Edward Choy** A/Mgr. Ops Integration



**Eddie Masangcay** 

**District Manager** Pennsylvania 1 Pittsburgh (415) 254-0325 Nathan Luttringer Mgr. Ops Integration



**Lora McLucas** 

District Manager Maryland – DC (303) 817-4253

Daniel Quinn Mgr. Ops Integration



**Frank Calabrese** 

**District Manager** New York 2 Long Island/Queens (917) 842-7675 Laurel Stengel Mgr. Ops Integration



**Gerald Roane** 

District Manager Virginia (202) 604-0677

Michael B Hanks A/Mgr. Ops Integration



### **PCES Postmasters Atlantic Delivery & Retail Area**



**John Tortorice** 

PCES Postmaster Brooklyn, NY



**Adela Livingston** 

PCES Postmaster Bronx, NY



**Joshua Balcunas** 

A/PCES Postmaster Boston, MA



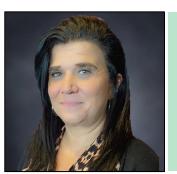
John Lunghi Jr.

PCES Postmaster Flushing, NY



**Roman King** 

A/PCES Postmaster Washington, DC



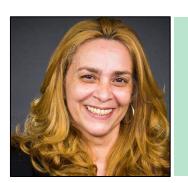
**Maureen Gerst-Stewart** 

PCES Postmaster Pittsburgh, PA



**Leroy Middleton Jr.** 

PCES Postmaster Philadelphia, PA



**Wanda Diaz** 

PCES Postmaster Manhattan, NY



Le Gretta Goodwin

PCES Postmaster Baltimore, MD



**Justin Henderson** 

PCES Postmaster Charlotte, NC





## Retail & Delivery Operations Update

**Dr. Joshua Colin**Chief Retail & Delivery Officer &
Executive Vice President, USPS



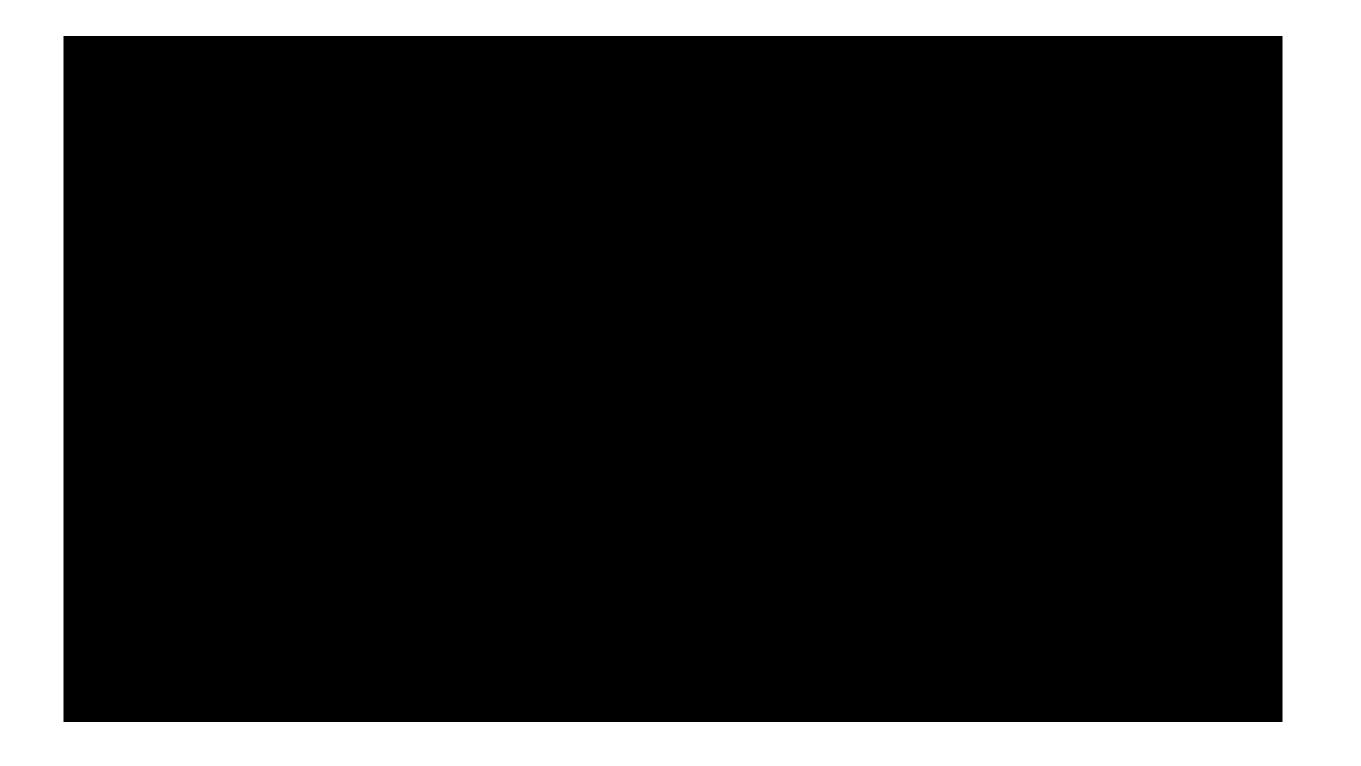


## **CCMO** Update

Steve Monteith
Chief Customer and Marketing Officer &
Executive Vice President, USPS



### **USPS Well Orchestrated**





# DELIVERING FOR AMERICA

Our vision and ten-year plan to achieve service excellence and financial sustainability



# Our vision and ten-year plan to achieve financial sustainability and service excellence

Our Plan calls for growth and investments, as well as targeted cost reductions and other strategies that will enable us to operate in a precise and efficient manner to meet future challenges, as we put the Postal Service on a path for financial sustainability and service excellence.

Our commitments, particularly around service, people, and infrastructure will serve as the foundation that will drive our evolution and determine our success.

95%

performance target for on-time delivery across mail and shipping product classes.

\$40 billion

capital investments in service, people, and infrastructure over the next ten years.

# HIGHLIGHTS OF THE DELIVERING FOR AMERICA PLAN



#### **ACHIEVE FINANCIAL SUSTAINABILITY**

- Reverses a projected \$160 billion in losses over the next ten years
- Generates \$24 billion in net revenue in part from enhanced package delivery services for business customers, including same-day, one-day and two-day delivery offerings
- Improves cash flow to allow for investment of \$40 billion in workforce, new vehicles, improved Post Offices, technology improvements, and infrastructure upgrades
- Aligns pricing to reflect market dynamics
- Asks for bipartisan legislation in Congress to repeal the retiree health benefit pre-funding mandate and to maximize future retiree participation in Medicare



#### **ACHIEVE SERVICE EXCELLENCE**

- Preserves affordable, six-day mail and expands seven-day package delivery
- With congressional support accelerates move to an electric delivery vehicle fleet
- Adjusts select delivery standards to improve efficiency and reliability
- Enhances customer experience via new suite of consumer and small business tools
- Stabilizes workforce with a goal of cutting non-career employee turnover in half, and creating more opportunity for growth including more predictable progression into career workforce



# Our balanced approach to revitalizing the Postal Service

Successful implementation of the Plan requires partnership from legislative and regulatory stakeholders as its composition includes self-help initiatives to provide billions in new revenue and cost reductions, while improving the predictability and reliability of service; judicious implementation of new and existing pricing authorities; and legislative changes to retiree health benefit funding rules including requiring Medicare integration and eliminating the pre-funding requirement.

\$58B

Legislative and administrative action

Includes Medicare
Integration and eliminating
the pre-funding
requirement

\$44B

Regulatory changes via Postal Regulatory Commission

Includes pricing flexibility for market dominant products

\$34B

Self-help management initiatives: cost improvement

Includes mail processing, transportation, retail, delivery, and administrative efficiency **524B** 

Self-help management initiatives: revenue improvement

Includes package growth, new competitive products and pricing changes



# Noteworthy Accomplishments

Since last year, we have aggressively advanced core strategies of the Delivering for America (DFA) Plan. While much work remains to be done, the DFA 10-year transformational Plan has already demonstrated the path forward is achievable.

By realizing the totality of the Plan, we will generate enough revenue to cover our costs, while providing the American people with the reliable service they expect and deserve.



- Secured enactment of the Postal Service Reform Act into law to reduce expenses by \$48 billion over 10 years
- Packaged and delivered 730+ million COVID test kits to American households
- Converted over 128,061 pre-career employees<sup>1</sup> to career status
- Improved and stabilized service performance
- Implemented **new service standards** for First-Class Mail, Periodicals, First Class Package Service, and Retail Ground/Parcel Select Ground



# Improving and Stabilizing Service Performance

Service performance has improved and stabilized across all categories. Average time for delivery of a mailpiece across our network was 2.5 days, compared to 2.7 days (same period last year).

FIRST-QUARTER SERVICE PERFORMANCE FOR October 1 THROUGH December 31:

**First-Class Mail** 

91.0%

A year-over-year increase of 1.9 percentage points, compared to the same period last year.

**Marketing Mail** 

93.9%

A year over year increase of 1.7 percentage points, compared to the same period last year.

**Periodicals** 

84.7%

A year over year increase of 3.9 percentage points, compared to the same period last year.



# **COVID Test Kits Program\***

# by the numbers

730<sup>+</sup> M

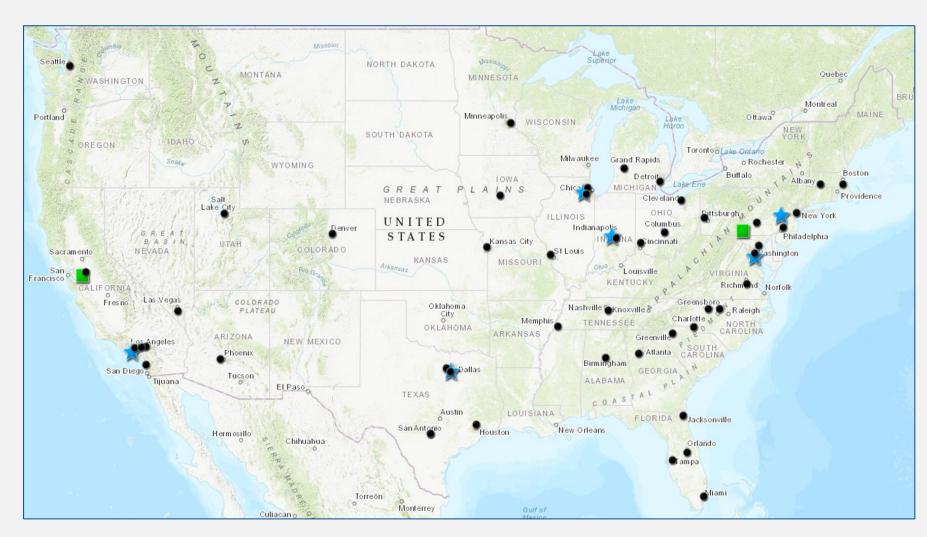
Test kits packaged and shipped to more than 80 M American

households across the country

96.40 On-time service performance

Average days to deliver a test kit package from shipment to delivery

# Objective: Package, ship, and deliver millions of free rapid COVID test kits to households



- Surface Transfer Center for distribution
- Fulfillment Center for packing and labeling

Shipment origin

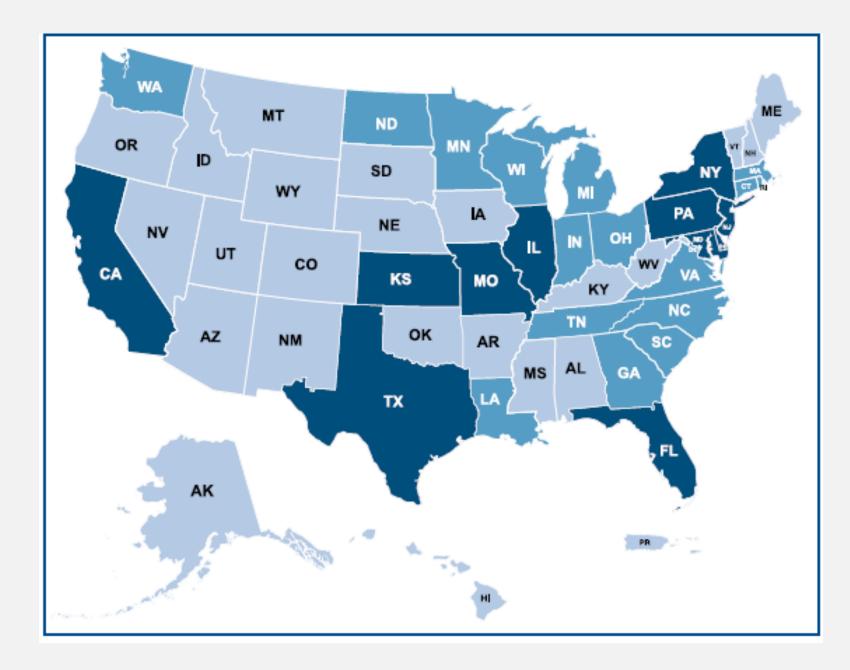


# A bold approach to growth, USPS CONNECT<sup>TM</sup>

The USPS Connect™ Local program offers new, affordable package and document delivery options for small to mid-sized businesses. The program is currently available in 48 states after a state-by-state rollout. More than **22,500 customers** have registered so far. There are nearly 3,500 offices in the program nationally, and we are running a Connect Local Mail Market Test.

The USPS Connect™ Regional has increased revenue through higher package volumes by offering direct access for mid-to-large shippers. The program also launched its eCommerce platform for shipping integration.

The DFA Plan projects \$24 billion in net revenue growth, and the USPS Connect program is slated to be one of the contributors of revenue and growth in addition to positioning us as the preferred delivery service provider.



Key:

Wave 1 – completed

Wave 2 – completed

Wave 3 – completed



# Customer Experience



# Customer Experience Organization

Driving a customer focus into all aspects of the United States Postal Service



Marc McCrery
Vice President
Customer Experience



Tammy Edwards
Sr. Director
Customer Relations



Linda Racine
Manager Business
Customer Support



Imelda Bruce
Director Customer
Experience & Strategy



Nathan King
Director Consumer
Advocate



David Colon
Director Enterprise
Customer Care





Stan Franke
Director Customer
Relations (Area)
Central



Mike Cook
Director Customer
Relations (Area)
Southern



Deborah Brady
Director Customer
Relations (Area)
WestPac



Wendy Daniels
Customer
Care
Centers



Kelvin Jackson
Customer
Retention
Centers



Travis Hayes
Enterprise
Customer Care
Support



## **Customer Relations Coordinators**

#### What's Changed?

Customer Relations Coordinators (CRCs) national reporting structure from the Chief Retail and Delivery Officer (CRDO) to the Chief Customer and Marketing Officer (CCMO) organization.

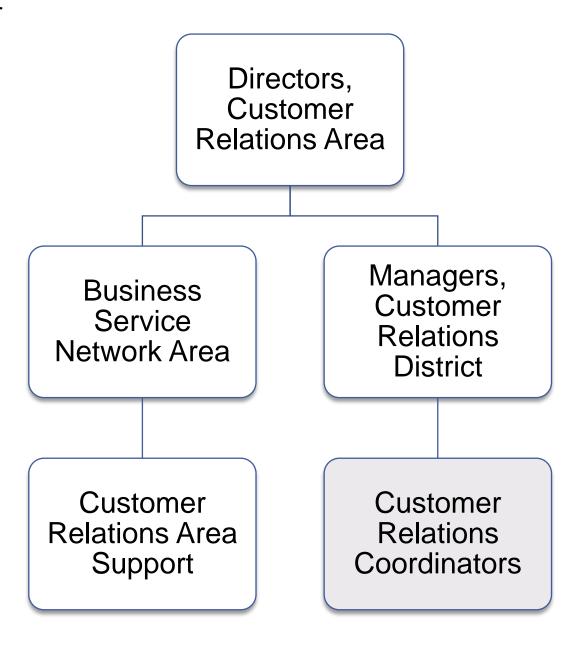
Locally, their reporting manager changed from the Postmaster to District Manager, Customer Relations.

#### What Hasn't Changed?

CRCs will continue supporting Post Offices with customer service programs and connecting with the business community including PCCs.

The change will be beneficial by:

- Proper alignment of customer focused initiatives under Customer Relations structure
- Centralized & enhanced focused approach to customer relationships and experiences
- Increased local team member support and larger team resources



# Improving the Customer Experience



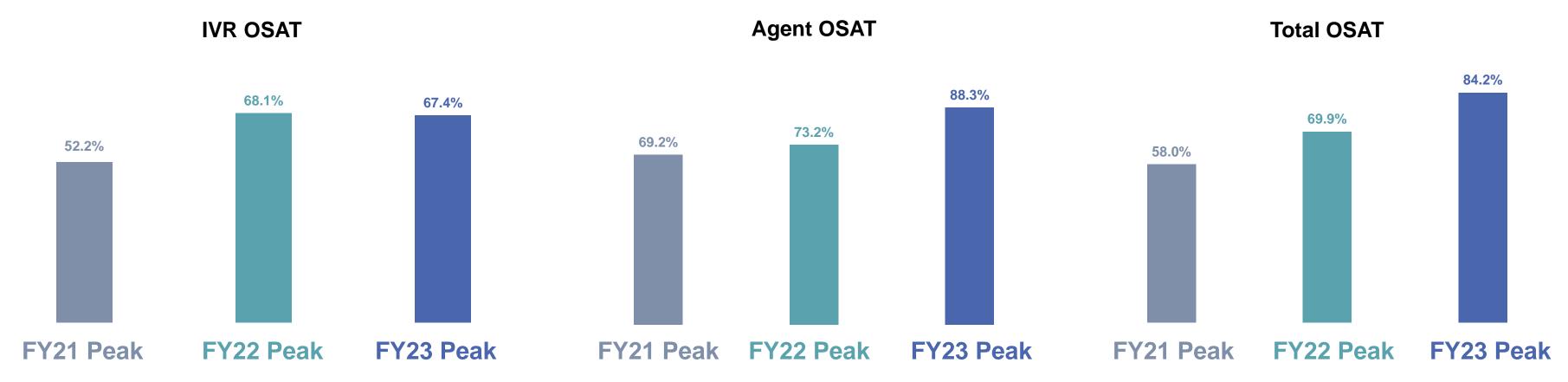
# Customer Experience Composite Index

Survey	Definition			
Point of Sale (POS)	Retail customers who conduct transactions at USPS Local Post Offices (~17K) with POS Equipment			
Delivery	Residential customers and Small and medium-sized business customers (with fewer than 250 employees at one site) who receive mail and packages			
Business Service Network (BSN)	Commercial customers who produce more than \$250K and have opened a service request with a BSN representative or Area Specialist			
Business Mail Entry Unit (BMEU)	Commercial mailers who produce and finalize a postage statement at a BMEU location			
Customer 360 Score Customer 360 Improvement Rate (%) Customer 360 Overall	Customers who open a case or service request through a Customer Care Center, (CCC) live agent, USPS.com, or Local Post Office.			
Customer Care Center - Overall	Business customers and consumers who interact with the Interactive Voice Response (IVR) system or a live agent after calling the USPS Care Center			
USPS.com	Customers who visit the USPS.com website via a desktop, mobile device, or tablet (browsed 3 or more web pages)			
CX Composite				



#### FY23 – Peak Season Data

The Customer Care Centers received more overall volume in Peak 23 as compared to Peak 22 with OSAT either holding steady in the IVR and dramatically increasing for the Agent experience and Overall OSAT.



	Metric	FY21 Peak	FY22 Peak	FY23 Peak
	IVR Volume	20,344,040	11,390,075	13,242,586
	Calls Offered to	3,528,698	2,148,731	2,647,448
	Agents			
Source	e: ECC Condition Report, FY23: 11/9/2022 – 1/16/	2.311.442		

UNITED STATES
POSTAL SERVICE ®

# Fiscal Year Comparison of Service Requests

9,386 less SRs compared to SPLY, partially due to improvement with proactive messaging and improved Email Us processes

October - January FY22 --- 3,053,316 total SRs

October - January FY23 --- 3,043,930 total SRs



# CX Key Technology Enhancements

Technology initiatives were designed to enhance customers' ability to self-serve in the channel of their choice



#### **Customer Care Center Technology Improvements**

**Virtual Hold -** Calling customers back at their convenience

Virtual Agent - Helping customer with Package Tracking and Passport Inquires

**SMS Chat -** Offering Live SMS Chat to customers instead of waiting to talk with a live agent.

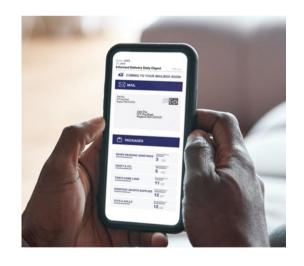
Interactive Voice Response (IVR) – Improvements to automated voice system



## **Local Post Office (LPO) Telephone Improvements**

IVR Routing – Automated response to LPO calls via IVR system

IPT System – Transitioning Local Post Offices to Voice over IP and installing upfront greeting informing customer about hours and referring to usps.com when closed



#### **Online Self-Serve Improvement**

Streamline Email Us process – USPS.com Service Request changes to respond to actionable SRs

Knowledge Base Updates – improvements to customer self-serve information on USPS.com



# **Product Solutions**



### **Product Solutions**



Product Solutions
Vice President
Tom Foti

## Pricing & Classification Service Center

Director
Janine Egloff



- □ 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

## Election & Government Mail Services

Director Adrienne Marshall



- Manages all activities related to election and government mail
- Supports election and government mail strategy, policy, and execution of products and services

#### Product Classification

Director Dale Kennedy



- ☐ 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

Director Margaret Pepe



- 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

Director
Diane Smith



- □ Provides secure payment solutions for Commercial Mailers that also provides essential data needed 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

Director Randy Workman



- Provides world class, solutionoriented 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



# Product Acceptance & Support



Randy Workman
Sr. Director
Product Acceptance & Support



Brian Kirke Manager Business Solutions Support



Roshonda Jackson Exec. Manager Product Acceptance



Lolita Starling
Manager
Mailing & Shipping Solutions
Center (MRC)



Michael Conley

Manager

Mailing & Shipping Solutions

Center (MDA)

#### **Business Solutions Support**

Develop and provide training to internal and external customers

Communications to industry and BME staff

Data analytics and reporting

#### **Product Acceptance**

Provides commercial acceptance at 675 Business Mail Entry Units and 664 Detached Mail Units

- 10 Business Acceptance Performance managers
- 50 Business Mail Entry managers
- 169 Business Mail Entry supervisors
- 26 Mailing Standard Specialists
- 2038 Business Mail Entry technicians

#### **Mailing & Shipping Solutions**

Commercial helpdesk providing mailing and shipping technical guidance and support

- Program onboarding support
- 132 Mailing Requirement agents
- PostalOne! helpdesk support
- FAST helpdesk support

#### **Mailpiece Design**

Technical support and guidance on mailpiece design including ballot material for Election mail

- 35 Mailpiece Design Analysts
- 7 Senior Mailpiece Design Analysts providing Tier 2 support service for technical issues



# **Product Management**



rgaret Pepe cutive Director duct Management







#### **Mailing Services**

Enhance the customer experience by improving operations, maintaining and growing volume through enhancements and initiatives, and improving the contribution for USPS largest revenue sources.

- First-Class Mail
- Marketing Mail
- Periodicals
- Letters and Flats
- EDDM
- Correspondence Mail

#### **Special Services**

Provide continuous improvement of the USPS Special Services products and ensure alignment with the USPS Corporate Strategy, while meeting customer expectations.

- Business Reply Mail
- PO Box Service
- Hold Mail Service
- Registered Mail
- Address Change Service (ACS)
- Certificate of Mailing
- Certified Mail

#### **New Solutions**

Strengthen the value of mail through modern, streamlined new solutions that merge cutting edge innovations with the proven effectiveness of traditional mail.

- Promotions
- Academic Outreach
- NextGen
- Informed Delivery
- Direct Effect



# Sales



## Sales Vision

#### **Grow profitable revenue**

- Increase package revenue to offset continued loss of mail volumes.
- Expand selling capability of more complex, more integrated, and higher contribution solutions.
- Reposition mail as a high ROI marketing solution and accelerate rebound from COVID.
- Sell into our last-mile assets and grow destinating entered volume.

### **Enhance customer relationships**

- · Reduce churn of small and medium businesses.
- Cultivate existing growth opportunities within accounts of all sizes.
- Improve organizational responsiveness to customer needs in midst of increasingly competitive landscape.
- Build relationships with indirect channel partners of the future; both physical consolidators and digital partners.

### Improve Sales operating effectiveness

- Adjust business practices for the new realties of remote work.
- Formally align incentives to desired behaviors and build more industry-aligned compensation.
- Create metrics and data visibility to reinforce target behaviors and measure sales productivity.
- Utilize technology to make Sales execution and support more efficient.



# Sales Structure Principles

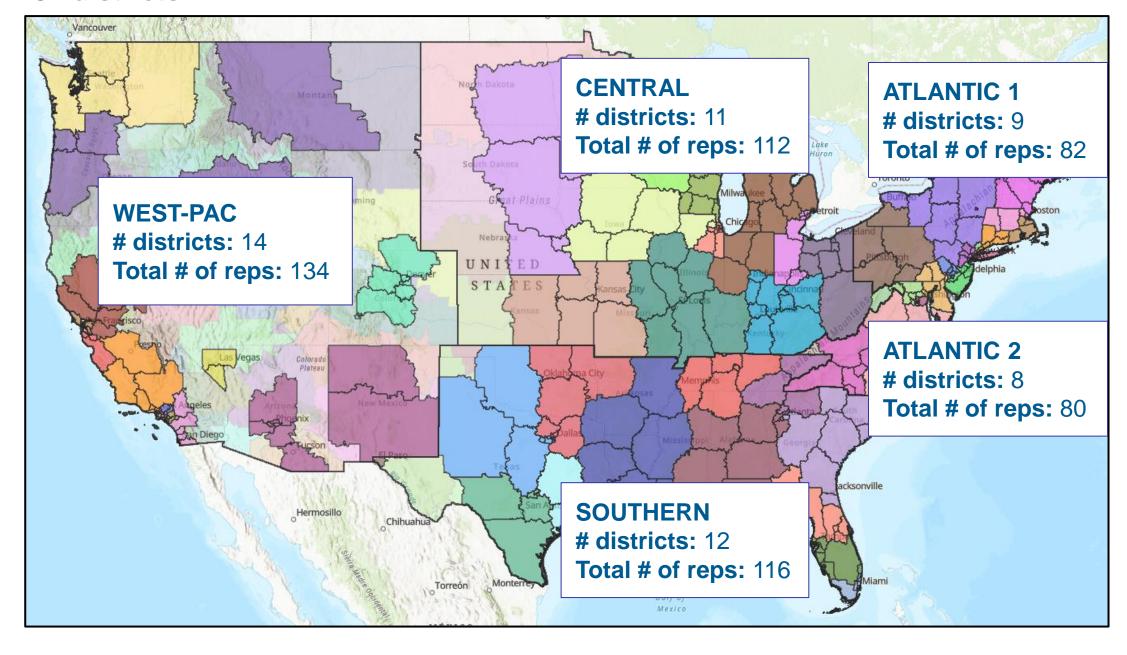
To meet the needs of all customers and address the challenges of a changing market.

- Re-draw Field Sales territories across the country to align to market opportunity
- Merged sales and account management responsibilities across the organization to drive revenue retention and growth
- 3 Elevated Regional Sales Directors to report directly to VP Sales
- Centralize all sales support functions under single Director
- 5 Dedicated Inside Sales function deployed against the SMB segment



# Sales Territory Structure

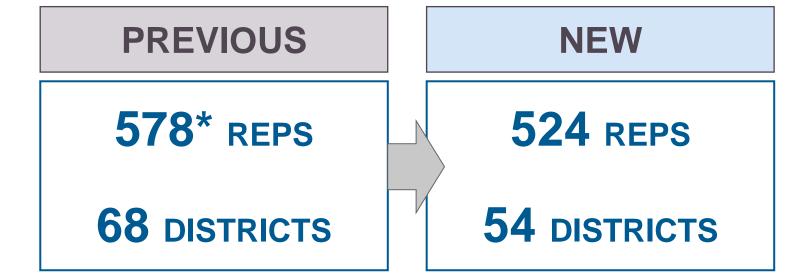
#### **54 districts**



#### **Updated territories & districts:**

- Better align to market opportunity
- Build in account management

Sales will manage ~\$19B in revenue and ~12K customers<sup>1</sup> across 5 regions.



## VP Sales Structure – Sales Leadership



**Rob Ferraro**Director, Specialized Sales



**Jason Johnson**Director, Inside Sales



Heather Maday Senior Director, Sales Enablement



Tom Hutchinson
Executive Manager,
Business Customer
& Sales Insights



Coakley Workman
Director, Strategic Accounts &
MSPs





Tom Callahan
Central
Regional Sales Director





Michelle Sherbert
Atlantic 1
Regional Sales Director





Tony Gibson
WestPac
Regional Sales Director



Linda
McChristian
Southern
Regional Sales
Director





Tim McIntyre
Atlantic 2
Regional Sales
Director



## Marketing



### **Marketing VP Organization**



Sheila Holman Vice President Marketing



Chris Karpenko
Executive Director
Brand Marketing



William Gicker
Director
Stamp Services



Kriti Vichare

Manager
Customer Insights
& Market Strategy



Peter Timko

Manager

Small Business

Solutions

### The Small Business Landscape

30MM+ Small Businesses in the United States

Small Businesses (less than 10 employees and \$180k contribution annually) provide approximately:

\$7.3B baseline revenue out of the \$77B USPS revenue stream

USPS gains small business revenue through awareness and affordability

We lose customers as they become more solutions focused



### Our Assumption:

USPS can grow our small business revenue stream through targeted and focused marketing, thought leadership, loyalty incentives and solutions offerings.



USPS Emerging and Small Business Solutions

## Delivering For Main Street

An Emerging and Small Business Marketing Strategy for Growth



#### Delivering For Main Street – Our Strategy for Capturing Small Business

#### **The What**

#### **ENHANCED REWARDS & LOYALTY**

New Loyalty Program

Experience-based benefits

#### TARGETED EMPLOYEE LEAD GENERATION

**Leading Together** 

Simplified Lead Entry for all 630,000+ employees

#### FOCUSED CUSTOMER OUTREACH

Small Business Outreach

Local Market Activation, Tools & Resources







#### Benefits to SMBs

Recognition and benefits that makes working with USPS easier and more rewarding

Focused Small Business solutions tailored to their needs

Access to expertise, tools and resources from USPS

#### The How

 Increasing incentives across loyalty tiers to drive retention as they grow

Recognizing business growth and

continued loyalty

- Offer experience-enhancing benefits that SMBs value
- Educate the USPS employees on Small Business Solutions (utilizing 4 products)
  - USPS Connect Local
  - Priority Mail
  - Click N Ship
  - EDDM
- Simplified lead entry portal / application

- Insights and solutions specific to small businesses; marketing tailored to industry segments
- Arm local Postmasters and local teams with toolkit on how to engage the local small business community
- Create a small business "center of excellence" leveraging existing assets within the Postal Service housed on USPS.com

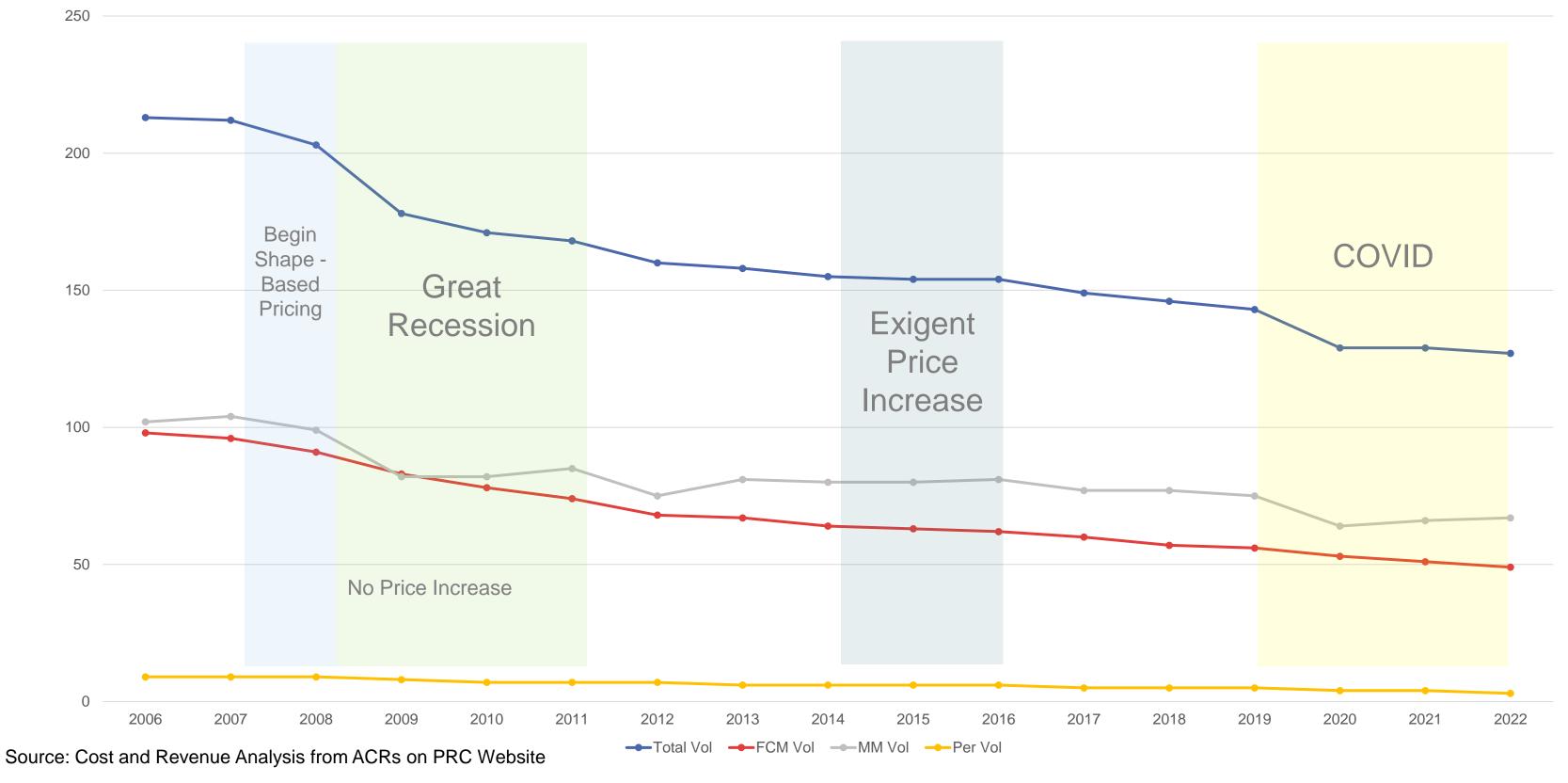
# Value of the Mail





## Mail Volume by Product FY2006 - FY2022

Volumes 2006-2022 (billions)

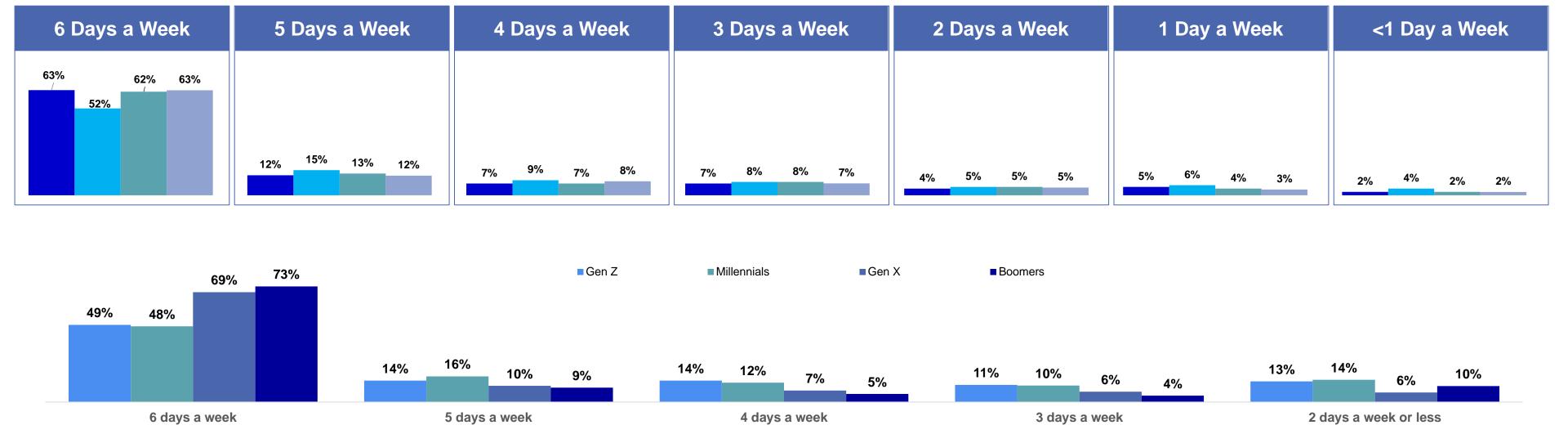


## **Mail Collection Behavior**

Most consumers continue to check their mail daily, especially Boomers and Gen X

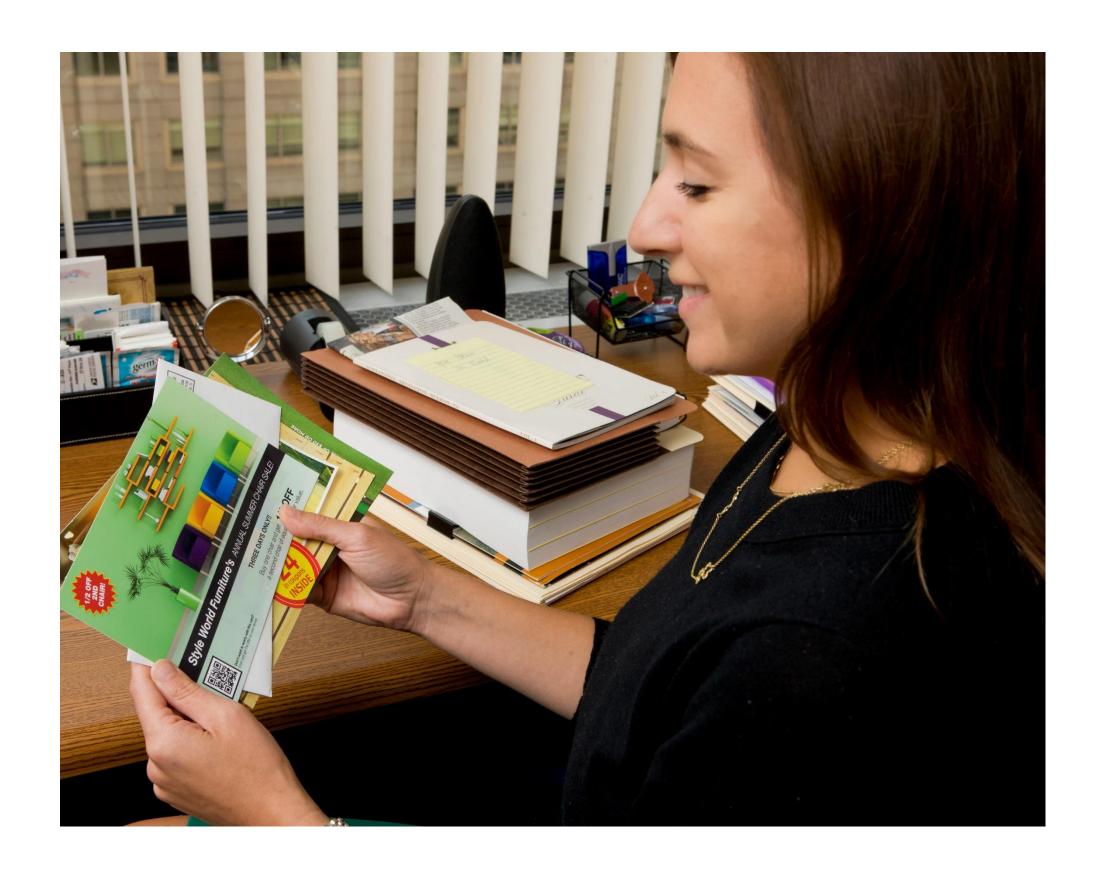
Frequency of Collecting Mail

Spring 2020 from Mailbox
Spring 2020 Spring 2022



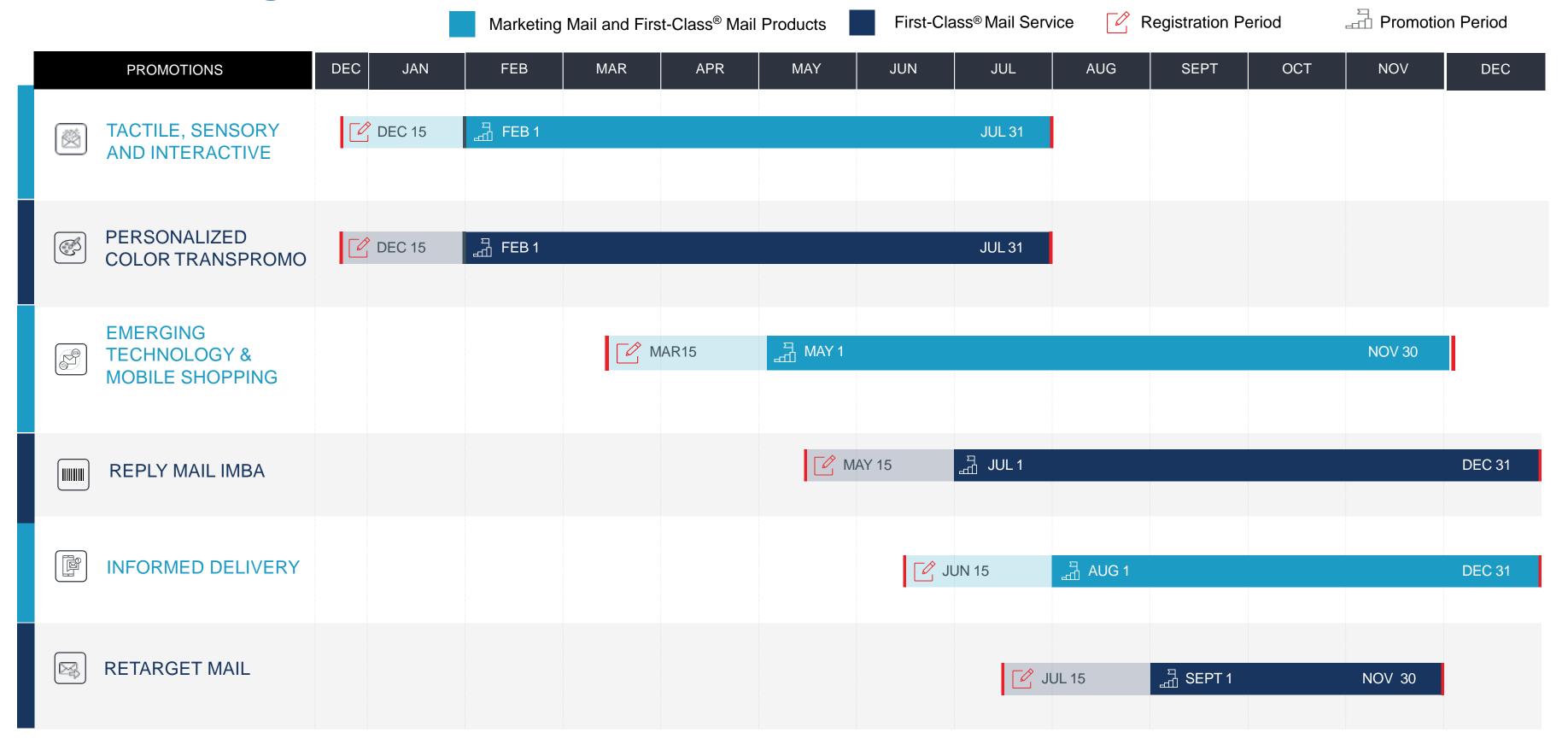
### **Mail Initiatives**

- Mail Promotions and Incentives
- Learning modules
- Integration of data
- Education of the next generation of marketers
- New Mail Products and Enhancements





#### **2023 Mailing Promotions Calendar**





## Questions?



#### **Southern & Atlantic Areas AIM Co-Chairs**



ATLANTIC AREA

Paula Stoskopf

Pitney Bowes
Industry Co-Chair
Marketing Mail



**SOUTHERN AREA** 

Carol Kliewer

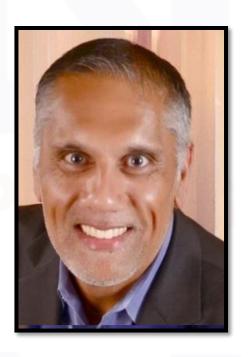
Valassis
Industry Co-Chair
Marketing Mail



**SOUTHERN AREA** 

Holly Kozlencer

Intelisent
Industry Co-Chair
Periodicals



**SOUTHERN AREA** 

Sushrut Parikh

AT&T

Industry Co-Chair

First Class Mail



## National Postal Forum & MTAC Update

Judy de Torok Vice President Corporate Affairs, USPS







#### ATTEND THE NATIONAL POSTAL FORUM IN CHARLOTTE, NC

MAY 21-24, 2023

### National Postal Forum (NPF)









#### May 21-24, 2023, in Charlotte, NC featuring:

- Monday PMG Keynote Address
- Tuesday Officers General Session
- Wednesday PMG Town Hall with Q & A Session
- ELT/Officer Led Sessions
- 100+ workshops
- Professional Certifications
- Exhibit Hall with 100+ vendors
- Networking Opportunities including 4 Receptions
- PCC + AIM + MTAC Highlights
- Partnership Award Recognition Luncheon





### Mailing Industry Overview

#### Snapshot of supply chain participants that attend:

- Major Mailers
- Equipment Manufacturers
- Presort Companies
- Direct Mail Companies
- Transactional Print & Mail Companies
- Envelope Manufacturers
- Paper Companies

- Software Companies
- Printers
- Insurance Companies
- Universities and Colleges
- Industry Trade Associations
- Shippers
- Catalogers







#### NPF Mission Statement

"To assist the USPS in building relationships with mailers and educating them in the most effective and efficient use of the products and services offered by the USPS"

### This year's theme...



DELIVERING FOR AMERICA VISION. STRATEGY. ACTION.

#### **Delivering for America**

- Monday PMG Keynote
  - Delivering for America Updates
    - Leadership in Transformation
    - Network Transformation
    - Delivery Updates
    - Product and Service Solutions for Customers
    - Technology Solutions
- Tuesday USPS Officers General Session
  - Executive Leadership Team discusses Implementing the Transformation at USPS
- 10+ Officer Led Sessions
- Wednesday PMG Town Hall
  - o Q & A Session







- 1. Data, Technology, and Visibility: Learn how the USPS created a cutting-edge approach to retail, delivery and more.
- **2. Leadership & Professional Development:** Learn new skills for your personal improvement path to further develop yourself and your teams.
- 3. Mailing Solutions: Improve direct mail campaigns by learning the importance of design, leveraging automation to optimize your messaging, and best practice for developing high-end experiences.
- **4. Mailing / Shipping Prep and Entry:** The latest updates on postal tools including, Business Customer Gateway (BCS), Electronic Verification System (EVS), and the Intelligent Mail Small Business Tool (IMsb).
- 5. Shipping Solutions: Learn how to improve the customer experience, streamlining international shipping process, implementing track and visibility solutions to anticipate new trends in the transportation sector.





## ATTEND THE NATIONAL POSTAL FORUM IN CHARLOTTE, NC MAY 21-24, 2023

#### Certification Courses

- Mail Design Professional Provides in-depth training on postal standards related to designing eye catching letter and flat mail to facilitate processing on high-speed automation equipment while maximizing cost effectiveness and reducing processing delays. All workshops will be held on Tuesday and Wednesday. \$95 Examination Fee Two-year Certification.
- Direct Mail Marketing Explore the customer journey and how you can tailor your direct mail to stand out amongst other messaging. All workshops will be held all four days. Earn a Credly badge.
- Mail Center Manager Will teach you the valuable skills needed to manage more effectively, boost
  productivity, and cut costs. All workshops will be held on Wednesday. Earn a Credly badge.
- Credly Badge Digital credential that recognizes achievement









- 100+ Exhibitors
- Days/Hours
  - Monday, 9:30 AM to 4:00 PM
  - Tuesday, 9:30 AM to 5:30 PM
- USPS Sales and Postal Inspection Service Booths
  - Next Generation Delivery Vehicle Featured
- Mailing Industry Resource Pavilion
  - Mailers' Technical Advisory Committee
  - Postal Customer Councils
- Consultation Center Speak with Subject Matter Experts
  - 30-minute appointments Kristin Brooks at: <u>Kristin.n.brooks@usps.gov</u>
- Some of the Topics will be on:
  - Mailpiece Design
  - Informed Delivery and Informed Visibility
  - Address Management Service
  - Mailer Scorecard + Enterprise Payment System and more...





## ATTEND THE NATIONAL POSTAL FORUM IN CHARLOTTE, NC MAY 21-24, 2023

### NPF Networking Opportunities

- Peer-to-Peer Opportunity to speak with Industry Peers and USPS Leaders in a Discussion Style Format
- Period 10 Tuesday, May 23 2:45 PM to 3:45 PM
- Traditional Peer-to-Peer table topic discussions include:
  - Seamless Acceptance
  - Package Platform
  - Business Mail Entry Methods
  - Mailing Promotions
  - Addressing and more...





- Sunday NPF Welcome Reception Convention Center Richardson Ballroom Terrace
- Monday PCC Reception Convention Center Crown Ballroom
- Tuesday Exhibit Hall Reception Convention Center Exhibit Hall
- Wednesday Closing Event NASCAR Hall of Fame









## Partnership Recognition Luncheon May 24, 2023

#### Partnership Recognition Awards Luncheon

 Honors and Recognizes the best-in-class USPS partnerships from across all Postal areas



#### Motivational Guest Speaker – Robyn Benincasa

- World Champion Adventure Racer
- New York Times best-selling author
- Featured by Harvard Business Review, as one of the worlds top 50 speakers









VISION. STRATEGY, ACTION.

ATTEND THE

NATIONAL POSTAL FORUM

IN CHARLOTTE, NC

MAY 21-24, 2023

### NPF Customer Testimonials



MAY 21-24, 2023



- Registration is still open Register at: https://npf.org
- Savings up to \$300 for Full Registration or \$250 for 3-day Registration still available:
  - PCC Members \$100 off a Full registration or \$50-off a 3-day registration
  - Book your Hotel through NPF Website \$100 off for both Full and 3-day registration
  - Register online before April 7, receive \$100 off for both Full and 3-day registration









#### ATTEND THE NATIONAL POSTAL FORUM IN CHARLOTTE, NC

MAY 21-24, 2023

#### Charlotte Attractions



**Charlotte Whitewater Outdoor Center** 



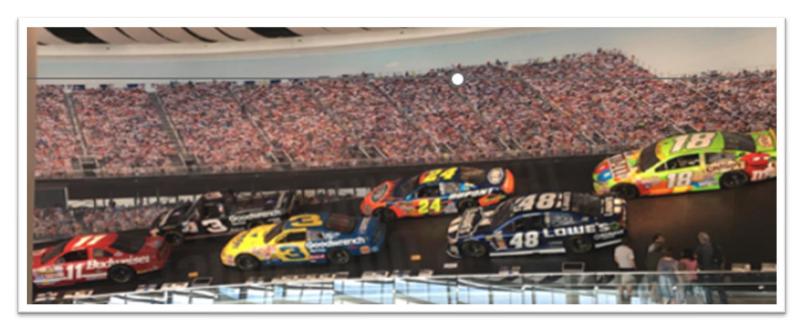
**Carowinds Amusement Park** 



**Downtown Charlotte** 



Charlotte Knights Minor League Baseball



NASCAR Hall of Fame





The Postmaster General's Mailers Technical Advisory Committee (MTAC) is an "association of associations."

- Collaboration/Engagement
- Networking
- Framework
  - Work Groups, User Groups & Task Teams

For information on how to join MTAC, visit <u>postalpro.usps.com/mtac</u> or send an email to MTAC@usps.gov.





#### Main Focus: Post-Peak Overviews

- Presenters for the Open Session were:
  - Postmaster General Louis DeJoy
  - **Kelly Abney** Chief Logistics Officer and Executive Vice President and **Peter Routsolias**, Vice President, Transportation Strategy
  - Dr. Joshua Colin Chief Retail & Delivery Officer and Executive Vice President
  - Isaac Cronkhite Chief Processing & Distribution Officer and Executive Vice President
  - Peter Rendina, Deputy Chief Postal Inspector
  - Bob Dixon, Director, Product Technology Innovation
  - Tom Foti, Vice President, Product Solutions
  - Robert Cintron, Vice President, Logistics





## Louis DeJoy Postmaster General and Chief Executive Officer





## Kelly Abney, Chief Logistics Officer and Executive Vice President

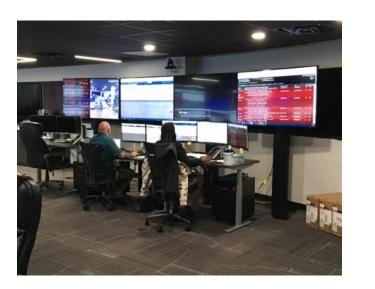
## Peter Routsolias, Vice President, Transportation Strategy



## Peak Preparedness Q1 2023 Goals

- Provide adequate MTE to fulfill the network needs
- Provide adequate scheduled and extra trip capacity
- Reduce reliance on air transportation
- Emergency response capability—National Operations Center
- Maintain or improve service while reducing cost
- Freight Auctions
  - Interested in becoming a USPS Transportation Supplier: https://about.usps.com/suppliers/becoming/registration.htm









## Dr. Joshua Colin, Chief Retail and Delivery Officer and Executive Vice President

71

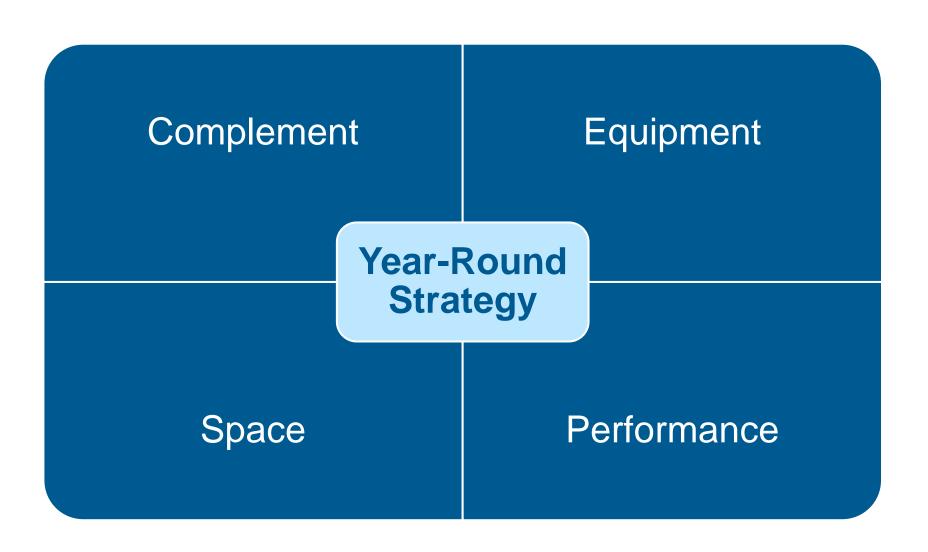


## Isaac Cronkhite, Chief Processing and Distribution Officer and Executive Vice President

# FY23 Processing Peak Readiness

Continuing a successful year-round strategy to deliver for our customers





# FY23 Processing Peak Highlights



50
Additional Package
Sorters







-21%
Processing Delay
Reduction



**75%**Fewer Peak Hires



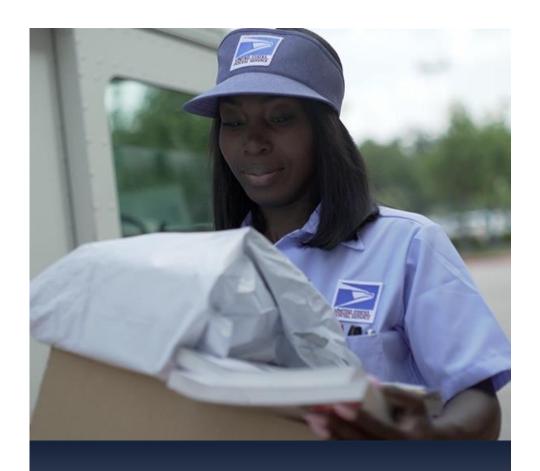




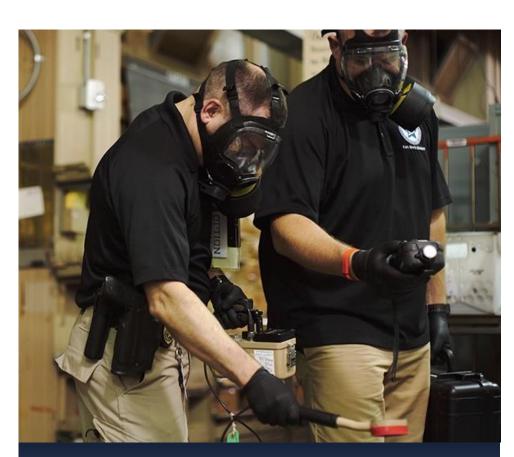
Peter Rendina, Deputy Chief Inspector



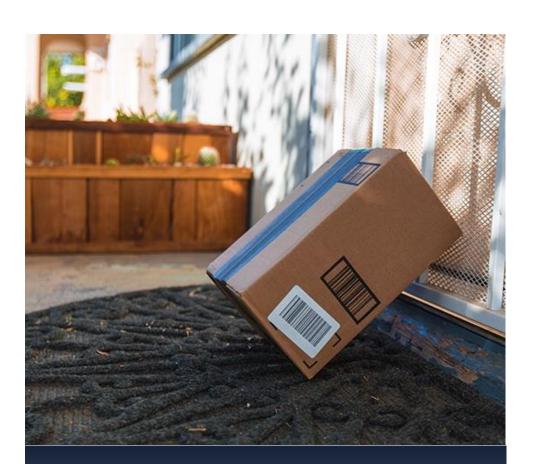




Support & Protect the Postal Service



Enforce laws that secure the Nation's Mail System



**Ensure Public Trust** in the Mail



Data, Technology & Addressing Focus Group

Bob Dixon, Director, Product Technology Innovation



## INFORMED DELIVERY PROVIDES MORE IMPACT

Informed Delivery® continues to reach more consumers with a 18% YoY increase – engaging 53M users in December 2022.



31.5B
Physical Mail Pieces

31.5B

Physical Brand Impressions





9.4B

Daily Digest Emails



38.0B

**Digital Brand Impressions** 



**6.3B**Emails Opened

69.5B

Opportunities to Reach Your Customers Using Mail and Packages with Informed Delivery

Internal data as of December 31, 2022



Entry, Payment, Product Focus Group

Tom Foti, Vice President, Product Solutions



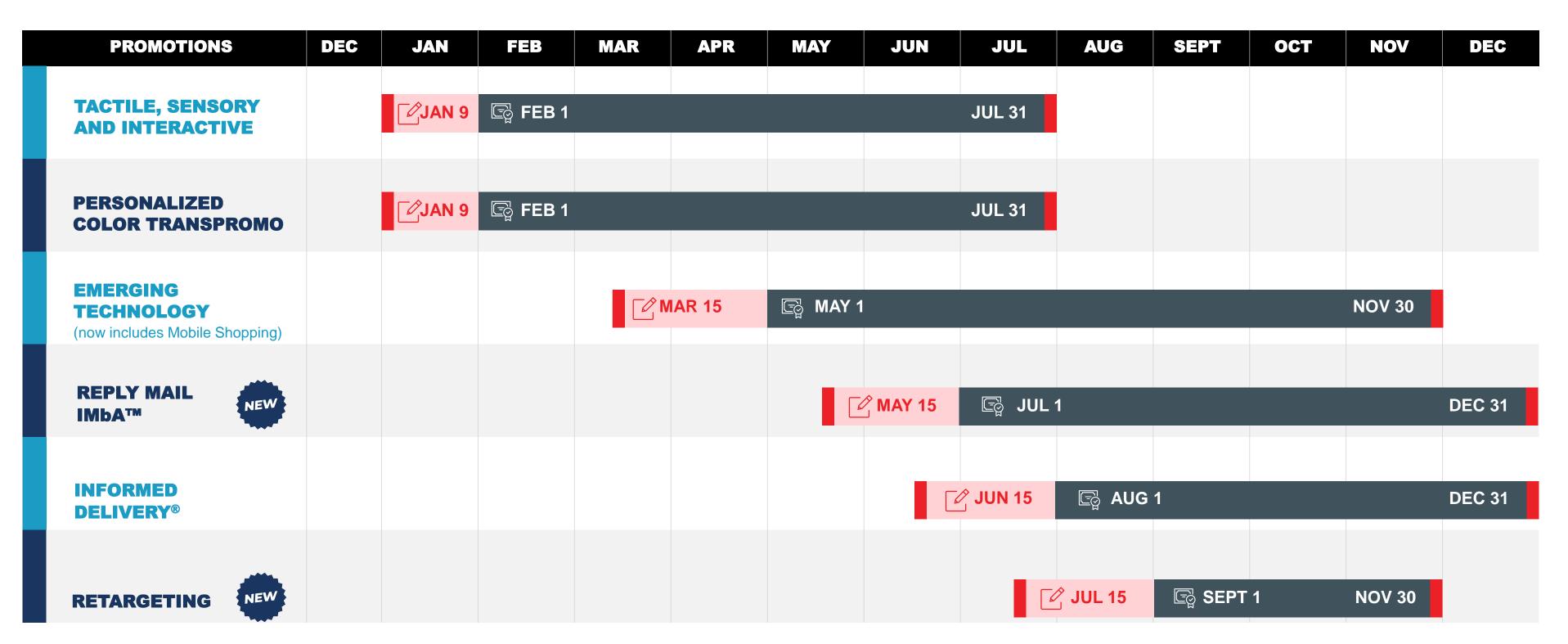
#### **2023 PROMOTIONS CALENDAR**

USPS Marketing Mail® and First-Class® Mail Products

First-Class® Mail Service

Registration Period

Promotion Period



https://postalpro.usps.com/promotions/portal





# 1,120 CERTIFICATE COMPLETIONS



247
FACULTY

**MEMBERS** 



5,810 STUDENTS

#### 146 Colleges & Universities



#### INNOVATION CHALLENGES

IN-PERSON

+

4

VIRTUAL

TOTAL CHALLENGES

NATIONAL LAUNCHES
FOR DIRECT EFFECT®
ONLINE MICRO-CREDENTIALS



# LEADERS CONNECT

Cross-Generational Mentorship Program

#### **Committee Activities:**

- ✓ Put together Promotional Flyer
- ✓ Establish dedicated URL for Leadersconnectusa.com
- ✓ Obtained mentoring platform and software to matching profiles
- ✓ Created promotional video

https://vimeo.com/3ddigital/review/769646130/16b0ede724

## leadersconnectusa.com







#### FOR A MENTOR.

- Gain access to recent graduates looking for employment opportunities in our industry
- Keep current and develop strong future colleagues
- Connect with interns
- Give back to our community through sharing your personal and professional experiences with people exploring our industry or just joining the Industry's work force for the first time.
- Introduce the younger generation to our industry associations and help them get established in them to make a difference.
- Build the future leaders of tomorrow, not only for your business but for the overall sustainable health of our Industry.
- Support the Direct Effect outreach and connect with students, faculty, colleges, and universities nationwide

#### FOR A MENTEE:

- Meet seasoned professionals with great connections in the shipping and mailing industry that can share insights from practical experience and provide advice for your career path
- Strengthen a profession that supports thousands of organizations who are making the world a better place
- The postal service and the mailing industry are modernizing with data, technology, and a complete network redesign.

  There has never been a better time to join in and be a part of this evolving and transformative makeover.
- Learn first- hand how the Mail and Shipping channels integrate with digital marketing and other media channels for a greater Return on Investment.
- Gain access to companies in all types of roles in this Supply
  Chain with great employment opportunities. The Leaders
  Connect networking group is comprised of associations and
  member companies that span every function and action of mail



# **Network Operations Focus Group**

Robert Cintron, Vice President, Logistics



### **Key Peak Planning Highlights from 2022**

#### Surface/Air Network

- Strategic use of data
  - New Planning and routing tools developed
  - Planning air and surface networks together to maximize efficiency and improve service
  - Advanced volumes throughout the network



# 2023 MTAC **Dates**

- January 31 February 2, 2023
- March 28 30, 2023
- July 18 20, 2023
- October 17 19, 2023

Updates can be found on Postal Pro: <a href="https://postalpro.usps.com/mtac">https://postalpro.usps.com/mtac</a>





## **Always Recruiting**

- MTAC is Growing
- Recently added a new association and several new association executives and representatives
- Get Involved!

For more information on how to become a member, please send an email to <a href="MTAC@usps.gov">MTAC@usps.gov</a> or scan the QR code.







## **Southern & Atlantic Areas**

# Felicia Jackson Director, Customer Relations Atlantic Area & AIM Postal Co-Chair





# Closing

# Mike Cook

Director, Customer Relations Southern Area & AIM National Postal Co-Chair

#### **Kim Waltz**

VP Client Relations & Postal Affairs, Cathedral Corporation & AIM National Industry Co-Chair



