

BEFORE THE  
POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

MAILING ONLINE EXPERIMENT

Docket No. MC2000-2

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS GARVEY TO  
INTERROGATORIES OF MAIL ADVERTISING SERVICE ASSOCIATION  
INTERNATIONAL, MASA/USPS-T1-14-16  
(December 28, 1999)

The United States Postal Service hereby provides the responses of witness Garvey to interrogatories of the Mail Advertising Service Association, International: MASA/USPS-T1-14-16, filed on December 16, 1999.

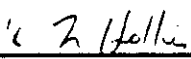
Each interrogatory is stated verbatim and followed by its response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Ratemaking

  
\_\_\_\_\_  
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December 28, 1999

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MASA/USPS-T1-14. Explain the basis for your testimony at page 10 lines 14 – 15 that “Many [users] were anxious to have more sophisticated features and options currently lacking in Mailing Online – such as full color printing.” Include in your answer the number of users who expressed the desire to have more sophisticated features and options, the options and features in which each expressed an interest and the total number of users of MOL.

RESPONSE:

My understanding is based upon discussions with PostOffice Online help desk personnel and an analysis of customer comments logged by them, as well as on market research conducted during the market test. The customer help desk worked closely with market test customers, and created “tickets” reflecting *customer requests and suggestions*. Attached to this response is a brief compendium of help desk “tickets” logged. The market research was conducted to study Mailing Online customers' opinions about what they did and did not like about the market test offering. Filed contemporaneously with this response is USPS-LR-3/MC2000-2, the 42 page report detailing the customer feedback. A strong interest in full color printing has long been recognized by postal personnel, so customer requests for it were not a surprise. The customers' interest in more sophisticated options also reflects their increasing maturation in the range of mailing options that could be of use to them. While Mailing Online deliberately offers only a fairly simple set of options, customer interest in additional ones illustrates to me how and why they could eventually become more sophisticated mailers whose needs would more readily be met via existing service providers. This is the type of synergy which allows me to understand why some digital printers and lettershops are enthusiastic generally about

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ASSOCIATION INTERNATIONAL

Mailing Online, and why they believe it could lead to a general expansion in the demand for their specialized services.

# of REQUESTS	MOL CUSTOMER REQUESTS	RESOLUTION
1	Accept Microsoft Outlook.	
1	Accept zipped documents.	
3	Accept Microsoft Publisher or Imagesetter files.	
1	Accept comma delimited data files.	
1	Accept plain-text (ASCII) letter.	
7	Accept PDF files.	
2	Automatic notification of completed mailing.	Email or Fax
3	Automatic and follow-up notifications if not completed.	
1	Automatic/immediate notification of orphaned mailings.(HD)	
3	Quicker response time to customer problem and more frequent status/updates.	
5	Include a business-reply envelope with mailing.	
3	Postcards and Two-sided, 6x8 postcard (1)	
1	11x17 -- 1 fold to form a 4 page booklet, then a three fold for the envelope.	
6	Purchase, create and mail a money order online.	
1	View mailing return address in the File Cabinet.	
16	Paper -- better quality.	
9	Paper -- color choices	
1	Paper -- ability to choose high or low end stock.	
1	Paper -- use customer's company logo.	
1	<b>Custom Mailing Pieces, more colors and graphics etc.</b>	
16	Envelope -- Redesign it. 3 users think it will be perceived as junk mail by their customers.	
4	Envelopes -- less USPS ads; bold return address.	
1	Envelopes -- use customer's company logo.	
1	Envelopes -- use plain white.	
2	Envelopes -- ability to choose high or low end stock.	
1	<b>Isolate mailing address from bar code &amp; presort ID.</b>	
	<b>Suggested to place at least one space between this information and the mailing address.</b>	
1	More understandable verbiage regarding processing and mailing. (Jim Blank)	
1	Refer to a mail merge document to be uploaded as "Main" document so customer does not confuse with resulting mail merge document.	
1	Include sample of printed mailing w/envelope in Starter Kit.	
12	More true-type font choices.	
5	Improved printing of graphics.	
1	Not clear that customer can begin at Step 4.	
5	Improve the "Refresh" feature with frequent status information.	
1	Show proof of mailings for court filings.	
2	"Name this Mailing for Future Reference" needs to be marked required.	
1	At the document upload browse button, change default from *.html to *.* or *.doc, xls, wpd extensions.	

2	Change step 4 to read ""Assemble Mailing" or "Assemble and Name Mailing."
1	Give the Help Desk the ability to get credit card authorizations over the phone from the credit card companies just like merchants do.
1	Ability to use the document.doc name in Word to name the document in Mailing Online.
1	When naming a document, limitations of the name should be clearly stated at this point, not in Help. (Example: The name should consist of < 30 char. etc)
1	When naming a mailing list, limitations of the name should be clearly stated at this point, not in Help. (Example: The name should consist of < 30 char. etc)
1	Use a graphic to show where address will appear on envelope.
1	Let customer choose what order their address is in except for the bottom two lines.
1	Ability to edit return address.
1	Improved black ink density.
1	Accept a Word cover document w/Lotus spreadsheet attachment.
1	Merge Pagemaker document with Excel spreadsheet.
1	Due to slowness of the system, verify the mailing addresses offline, email unverifiable ones to user and send out mailing with good addresses.
2	Add International mailings.
1	Supply cost schedule.
1	Change "Orphan" terminology.
2	Improve mail delivery time.
1	Add Non-Profit mail service.
20	Increase speed of use.
1	Use a 'one-time' mailing address, i.e., define it online while preparing the mailing.
3	Have automatic account or credit card debit instead of having to use a credit card each time. Corporate accts.
1	Would like to be billed instead of using credit card.
1	More system reliability and predictability.
1	Increase time-out.
1	Allow larger (meg.) file upload.
1	Use a 9x12" size envelope for an 8 1/2" size document.
1	Choice of using postage stamps instead of indicia.
4	Allow system to create & apply First-Class postage.
1	Choice of sending mailing via Express Mail or Priority Mail
1	<b>Support MAC</b>
2	<b>Address change service. Customer would like to be notified when one of his customers moves.</b>
1	<b>Customer suggests that we have an off-line software package (like AOL free service) which would allow faster services, preview of mailing demos, and gives the customer a choice to pay for the services if</b>

	interested.
2	Improve the demo.
2	Ability to upload and print forms.
1	Advance notification of system down time.
1	Have automatic notification on Home Page when system is down.
5	Wants credit card info stored in system.
4	Ability to use debit card also.
4	Browser settings too confining.
1	Have a "GO" button instead of having to click on "Mailing Online" or "Shipping Online"

Exhibit 1 to Response to MASA/USPS-T1-14, page 3

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MASA/USPS-T1-15. What are the four print sites at which MOL will be launched? Will each of these sites be ready to accept print jobs on the anticipated date that MOL will be offered to the public? If so, what is the stage of negotiations with each of the printers to enter into contractual arrangements? Explain the process by which jobs will be allocated among the four print sites. Please deposit all contracts as a library reference.

RESPONSE:

Currently, our plans call for the initial four print sites to be in the metropolitan areas of Boston, New York, Chicago and Los Angeles. Barring unforeseen problems, each of these sites will be ready to accept print jobs on the first day of the experiment. The Boston site vendor - already under contract - has been previously identified as Vestcom New England (see USPS-LR-11/MC98-1). The other three are currently in the purchasing solicitation process. Vendors have been prequalified (see my response to MASA/USPS-T1-7) and have (or shortly will have) received a solicitation and statement of work requesting a proposal. Proposals are expected to be received in January. See the response to interrogatory MASA/USPS-T1-7 for additional details on potential bidders and the contracting process.

Mailpieces (not jobs) will be batched into print site specific batches with allocation among the four print sites being performed primarily on the basis of geographic segmentation using ZIP Code ranges. Secondary determinants could be site-specific capacity and production capability limitations.

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MASA/USPS-T1-16. Explain where the remaining print sites will be located, the process that will be used to allocate jobs among them, the process that will be used to select the printers, and what has occurred thus far with respect to their selection. When do you expect the additional printers to be selected and ready to accept print jobs?

RESPONSE:

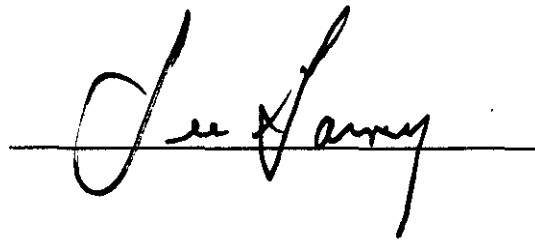
The only additional locations currently identified are: San Francisco, Dallas, Washington, DC; Atlanta, GA; Miami, FL; Seattle, WA; Minneapolis, MN; Denver, CO; and Indianapolis, IN.

Job allocation will be based primarily upon destination addresses of the mailpieces, with the avoidance of mail processing costs being a specific goal for Mailing Online. The current schedule for adding additional print sites is reflected in the direct testimony of witness Poellnitz, USPS-T-2, Table 12, Print Site Rollout.



**DECLARATION**

I, Lee Garvey, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

A handwritten signature in cursive script, reading "Lee Garvey", is written over a horizontal line.

Dated: December 28, 1999

**CERTIFICATE OF SERVICE**

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

*K N Hollies*

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Kenneth N. Hollies

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