

Intelligent Mail and Seamless Acceptance

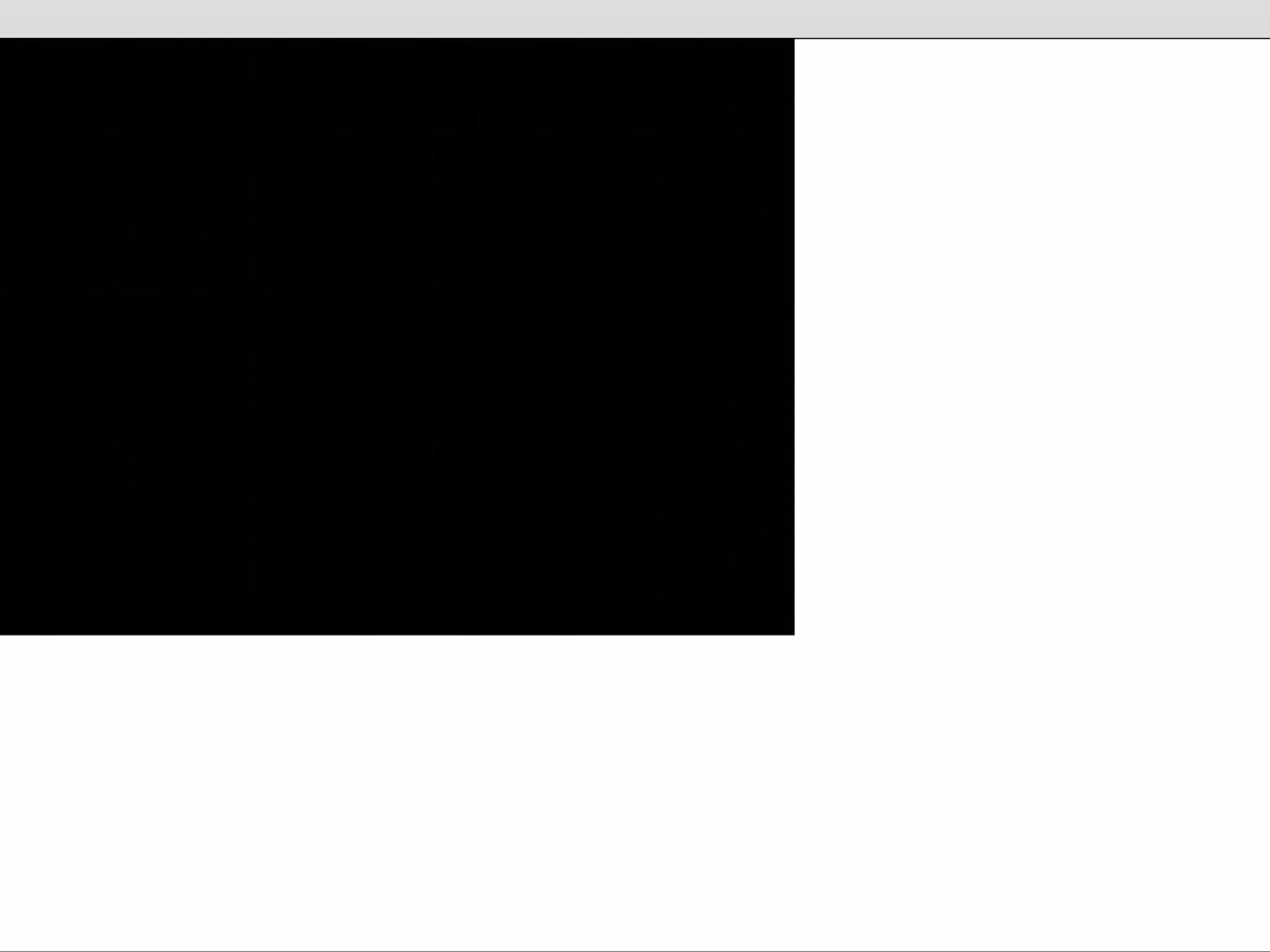
Session: IMSA08

Mike Wright, Zipsort
Vice President, Postal Affairs

Gary Reblin, USPS
Manager, Intelligent Mail

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March 2007



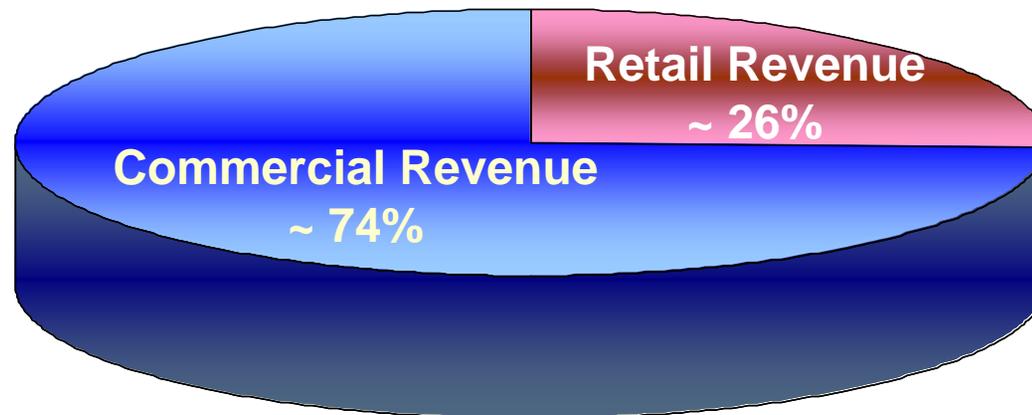
Provide end-to-end visibility and a seamless process for mail acceptance and delivery, using standardized intelligent barcodes, continuous mail tracking, and mail quality feedback in real-time, to position Letters and Flats as a Key Communications Medium

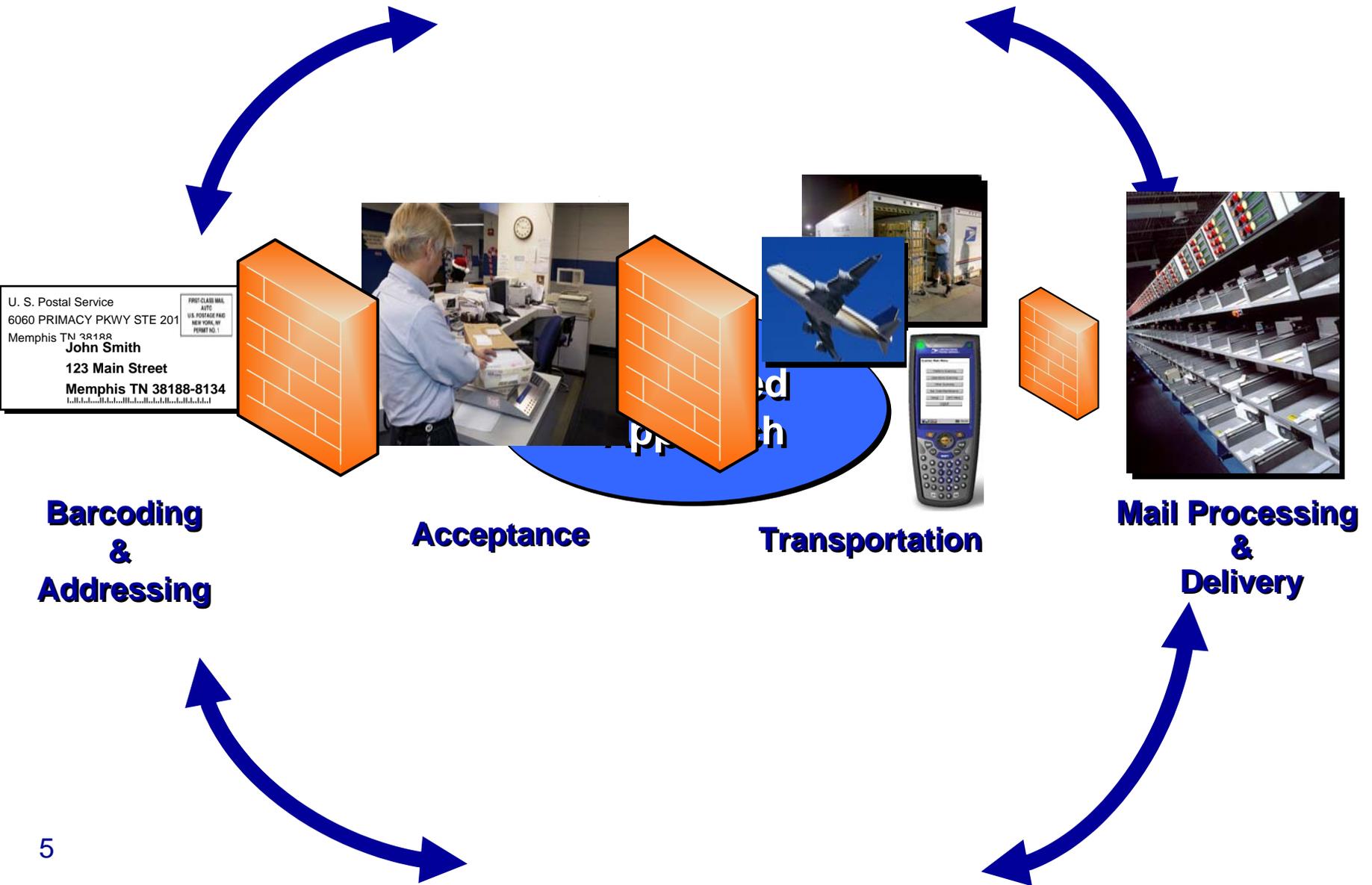
Business Mail Acceptance

- Small, Medium & Large Business
- Present Workshare Mail
 - » Barcode
 - » Presort
 - » Dropship

Retail

- Consumer & Small Business
- Deposit Single-Piece Mail







Standardized Intelligent Barcodes

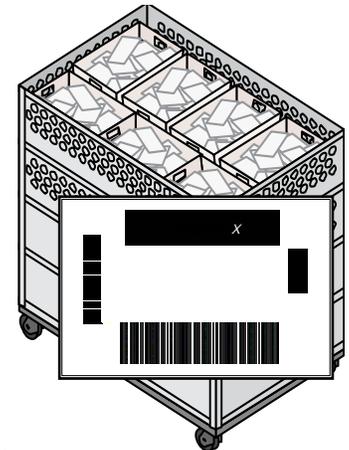
- New Barcodes - Common thread to Intelligent Mail Programs
- Launched Intelligent Mail Barcode last September
 - » Uniquely identify the sender
 - » Uniquely identify the mail piece
 - » Identify any service mailer requests
 - » Provide a destination ZIP Code for sortation & routing
- Required in Calendar Year 2009



**Intelligent Mail
Barcode**

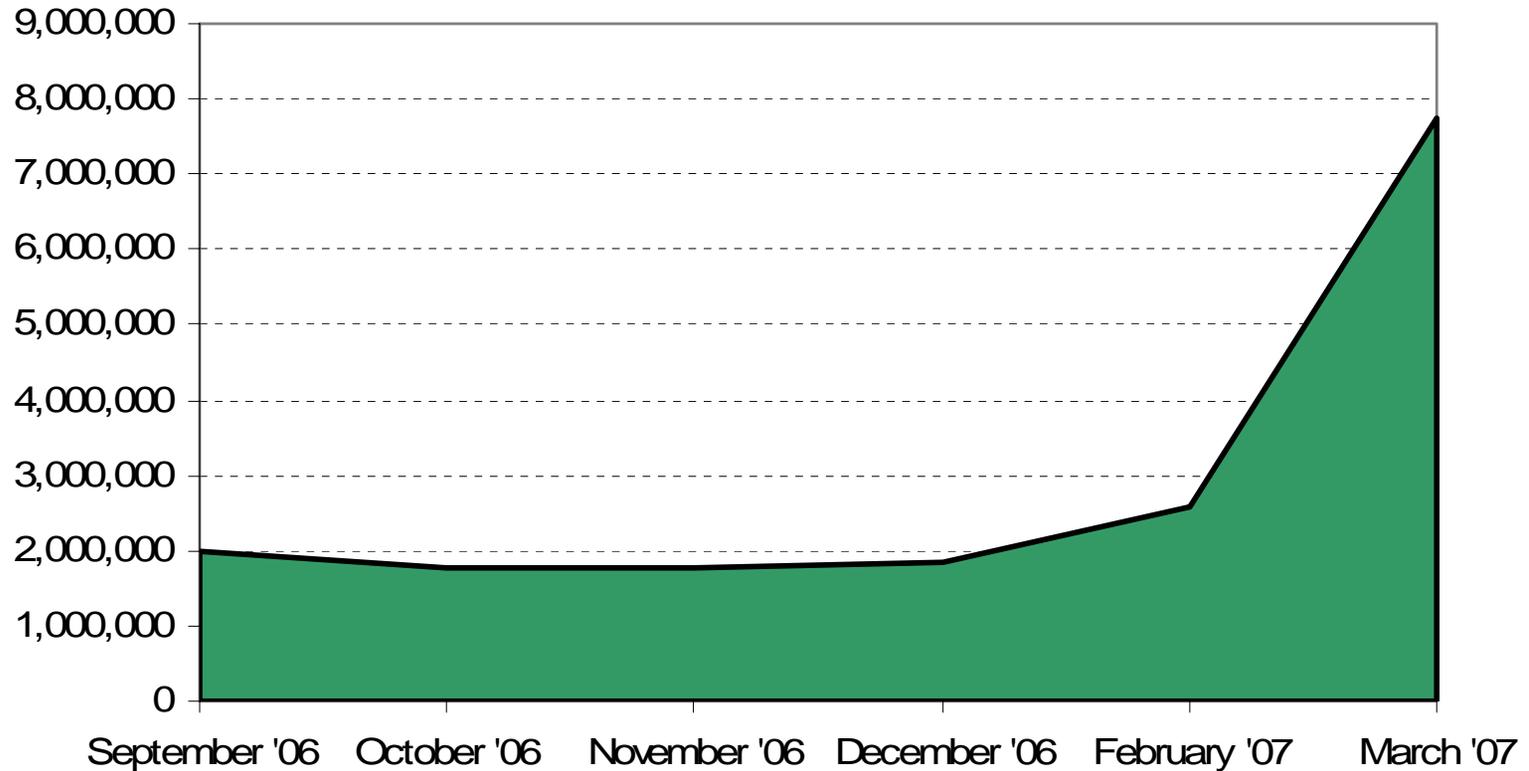


**Intelligent Tray
Barcode**



**Intelligent Container
Barcode**

**Average Weekly Count of Mailpieces with
Intelligent Mail Barcode (Nationwide)**

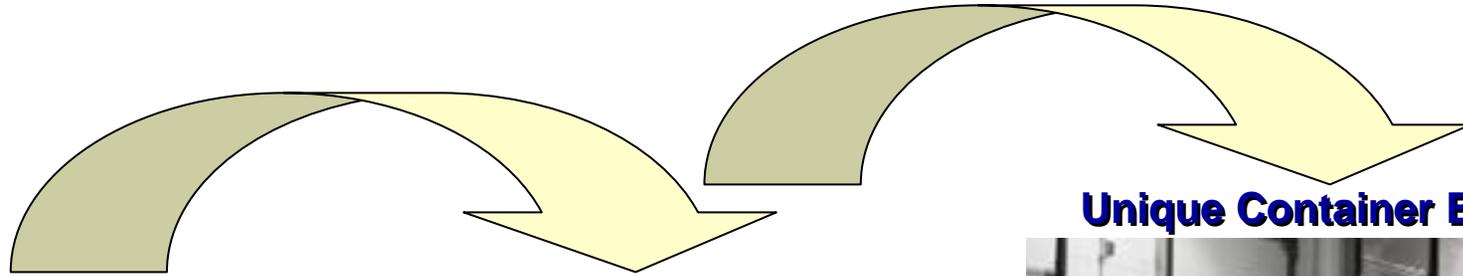


- Developed infrastructure to spray Intelligent Mail barcode
- Machine Upgrades
 - » New Reader
 - » Software enhancements
 - » New Inkjet printer
 - » New Host Computer
- Vendors developed solutions
 - » Siemens, Address Vision, Monticello, Carter Controls

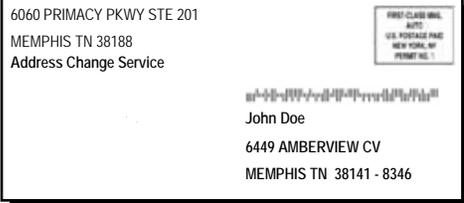


➤ Mailer preparation

- » Mail prepared with unique barcodes



Unique Mailpiece Barcode



Unique Tray Barcode



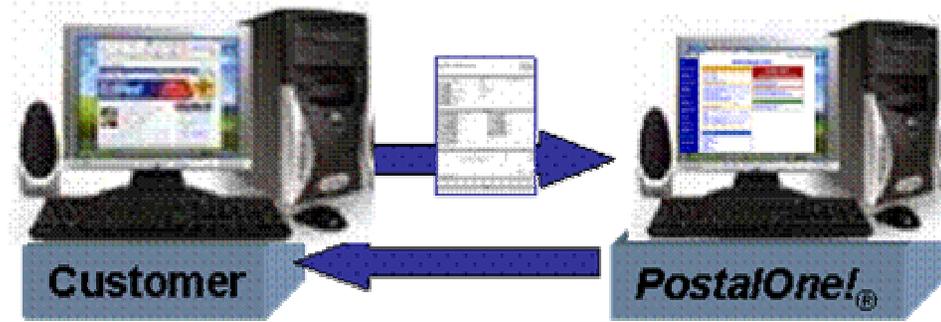
Unique Container Barcode



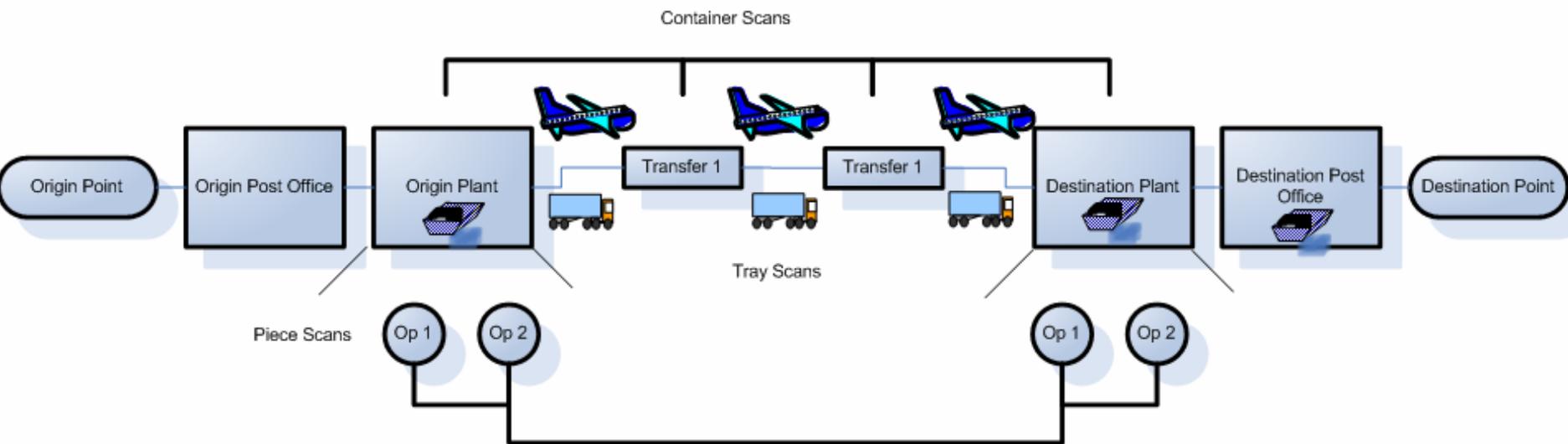
- Mailer interacts electronically
 - » Manifests with mailing details (barcodes)
 - » Centralized payment
 - » Advance notification



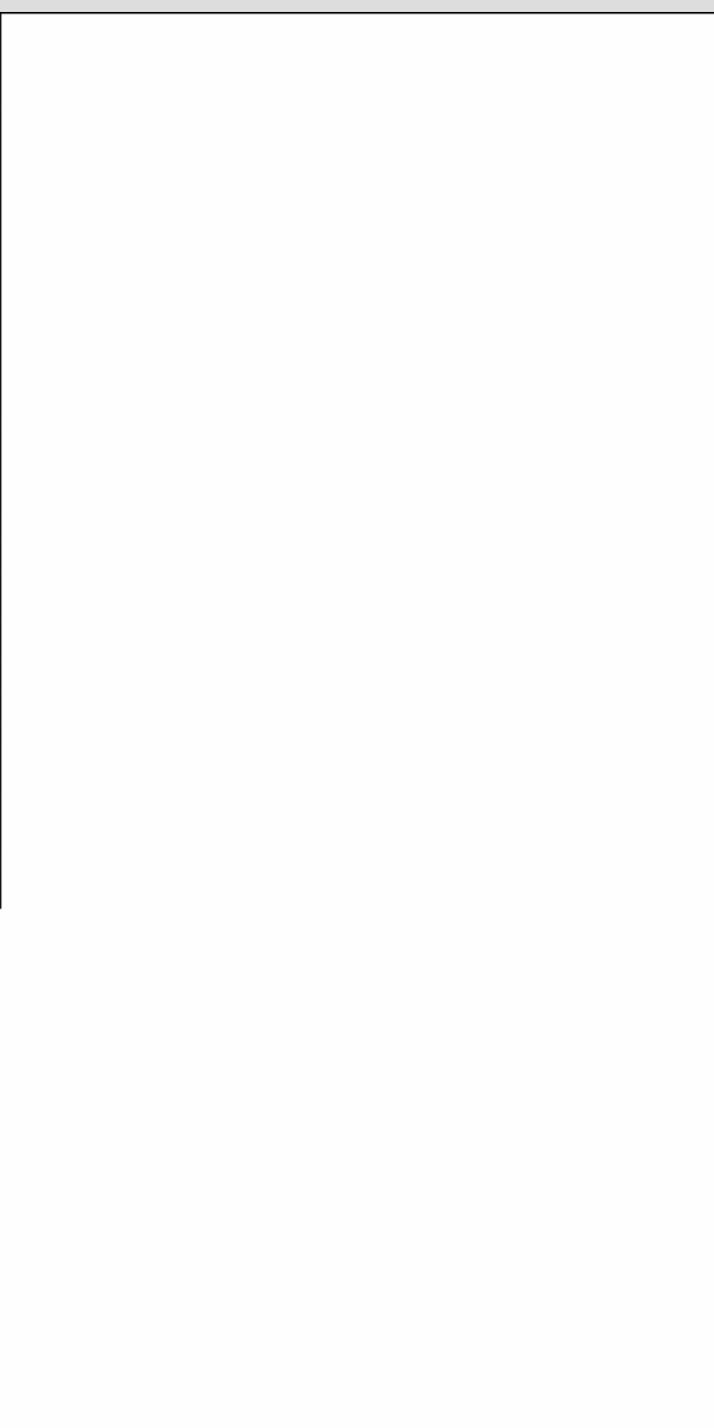
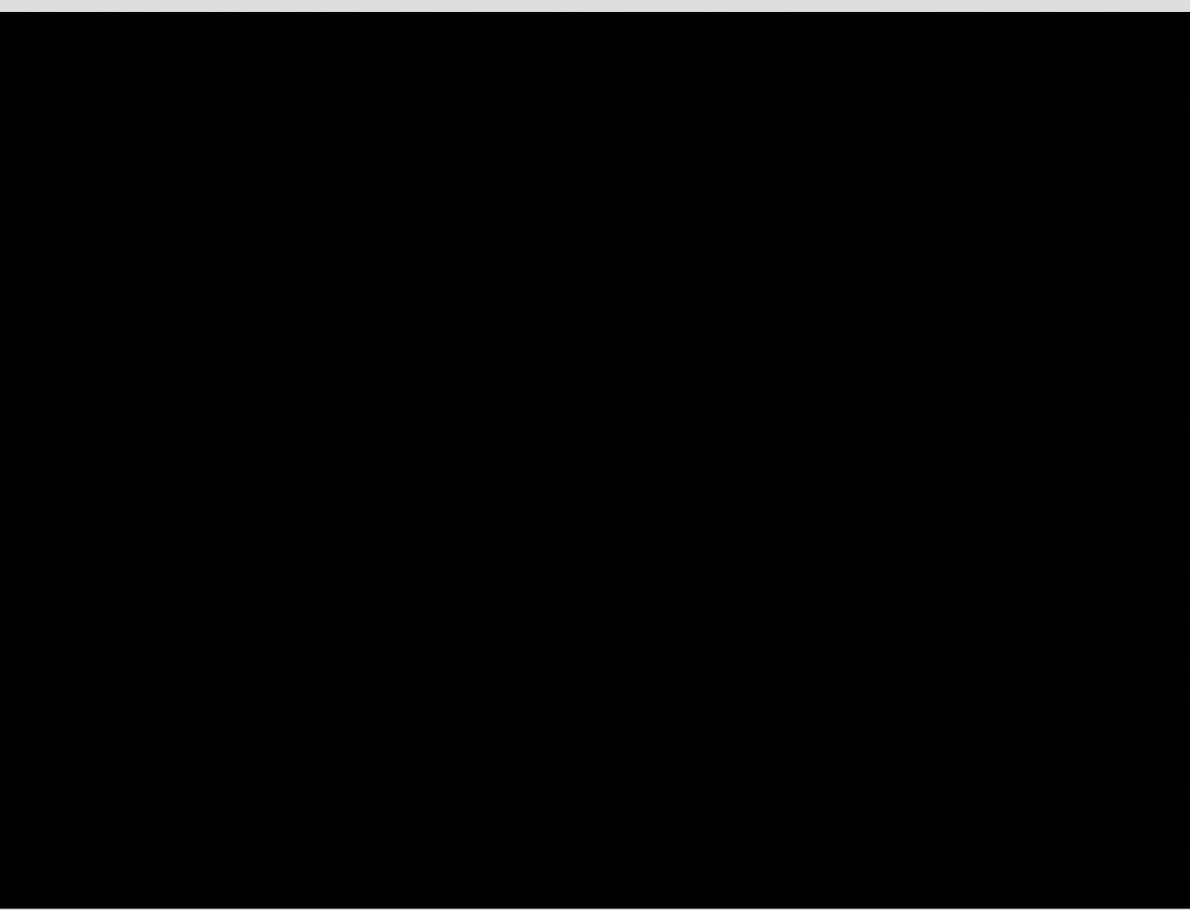
- Selected Mail.dat option based on Vendor solutions
 - » Siemens, Address Vision, Monticello, Carter Controls
- Mail.dat simplifies acceptance process
 - » Transmit your presort data electronically
 - » Eliminate need to fill out presort documentation or postage statements
 - » Improve tracking & access to mailing jobs
 - » Automate postage payment process



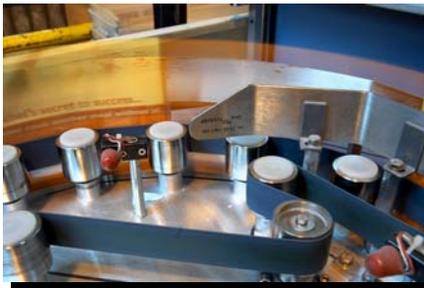
- USPS implementing transportation tracking systems
 - Enables better staffing and equipment management
 - » Right people at right machine at time



- Already monitoring surface and air transportation contractors



- Verify while mail is being processed
- Scanning
 - » Induction scan
 - » Processing scans
 - » Last scan predicts delivery
- Reconcile scan data against manifests
- Quality Feedback



Processing
Scans

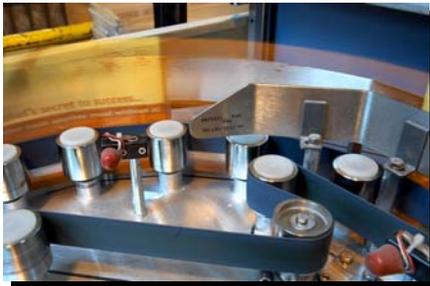
Induction Scans

Automated
Reconciliation

Seamless Acceptance data can be used to verify:

- Manifest Quality
- Mailpiece Count
- Barcode Quality
- Presort Errors
- Address Validity (CASS processes)
- Address Hygiene

- Nearly 1.5% of U.S. moves every month (4.7% avg. UAA)
- Automation and barcodes provide measurement tool
 - » Rolled into Seamless Acceptance
- Scans provide data to measure address quality
 - » Every mailing measured
 - » Feedback provided to mailer to fix problems
 - OneCode ACS subscribers better than average



Address Hygiene

- Match Mail.dat files against CASS w/ Delivery Point
 - Mailers will be matched against:
 - » Current CASS file
 - » CASS-certified file that they qualified against
- Determining Undeliverable-as-Addressed Stats
 - Sample Data
 - » 3% Undeliverable-as-Addressed
 - 2.5% Forwarded
 - 0.5% Returned (Nixie)
 - » Average COA age
 - 0 - 3 months: 91.2%
 - 3 - 6 months: 8.3%
 - 6+ months: 0.5%

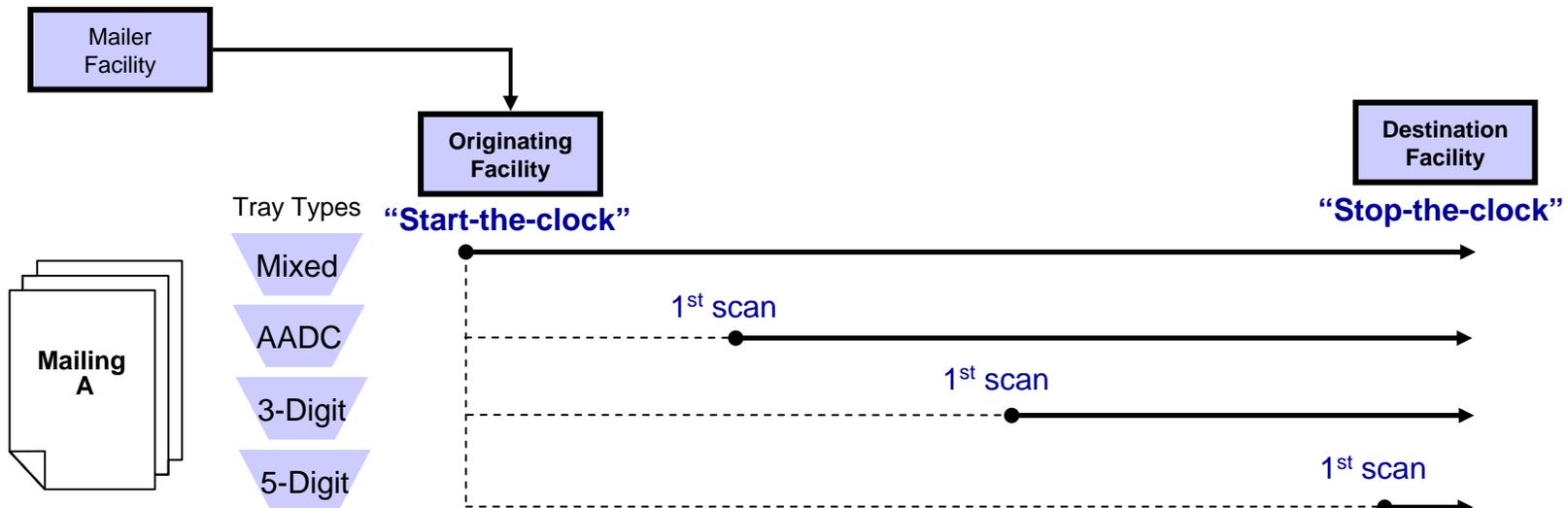
- Seamless Acceptance electronic results drive mail and software quality
- Comprehensive diagnostics
- Intelligent Mail determines specific machine and specific mailer issues
- ▶ Seamless Acceptance processes identified pieces with invalid BEI
 - Reports showed higher than expected unmanifested piece count
 - Determined specific machine and software issue (default BEI) and resolved quickly
 - Improved barcode read rate and reduced unmanifested piece count
- ▶ Identified issues with new Intelligent Mail barcode application
 - Reports showed lower operational scan rate
 - Identified issue and improved barcode application process
 - Worked closely with equipment vendor to improve

Feedback on Invalid Delivery Points and Undeliverable as Addressed (UAA) will drive address quality

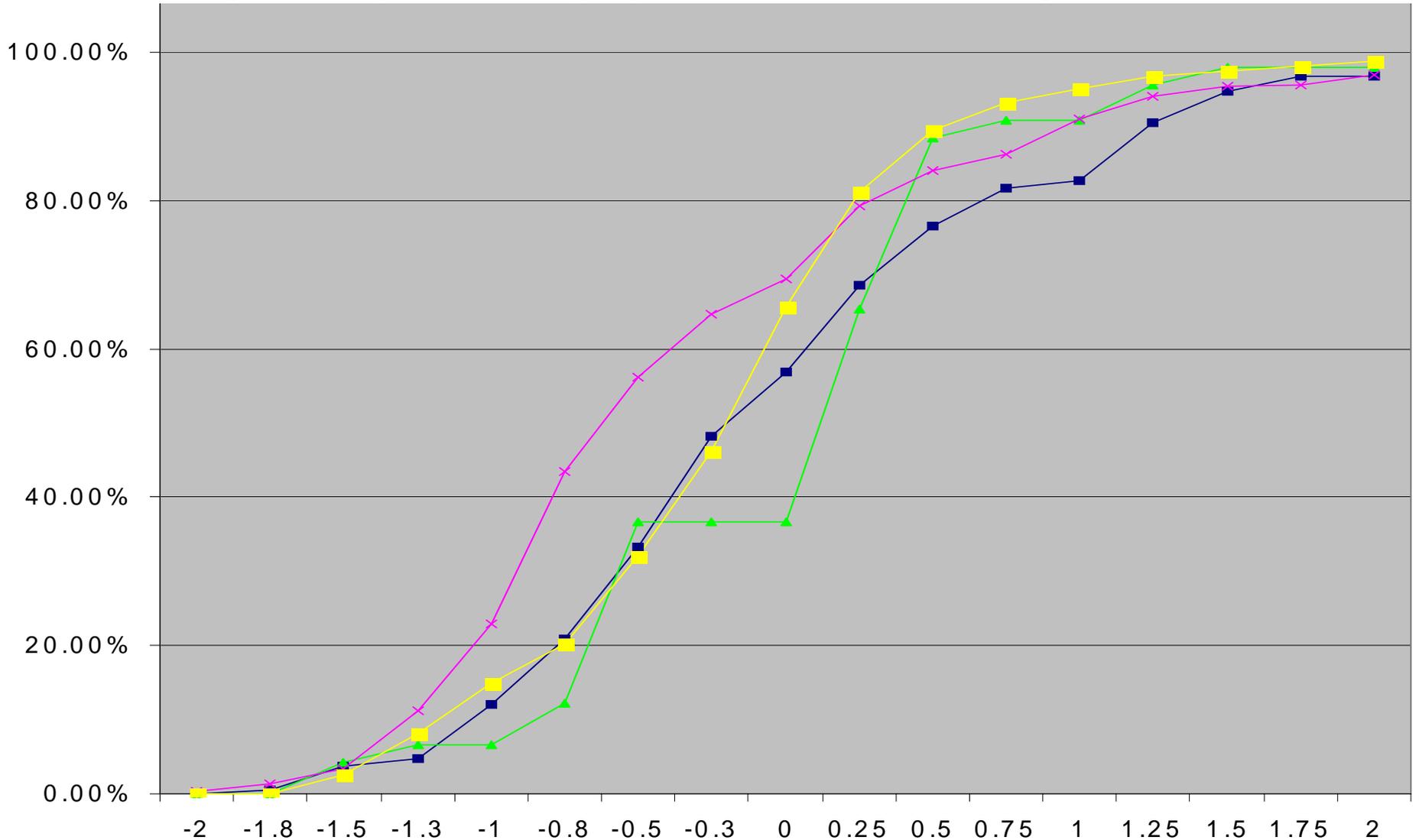
Mailing Date	Invalid Delivery Point % of Total Pieces in Mailing	Number of UAA Matches Found	Total UAA % of Total Pieces in Mailing	NIXIE % of Total Pieces in Mailing	COA Matches as a % of Total Pieces in Mailing	Days Since Mailing and Oldest Effective Date	"Old" COA Matches as a % of COA Pieces	"Old" COA Matches as a % of Total Pieces in Mailing
2/9/2007	0.7%	78	4.9%	4.1%	0.8%	267	16.7%	0.1%
2/13/2007	0.4%	63	4.4%	4.0%	0.4%	137	0.0%	0.0%
2/14/2007	0.3%	31	2.8%	2.0%	0.8%	299	22.2%	0.2%
2/20/2007	0.4%	18	1.6%	1.3%	0.3%	182	0.0%	0.0%
2/23/2007	0.6%	141	11.4%	11.0%	0.4%	318	40.0%	0.2%
2/27/2007	0.9%	36	2.2%	1.8%	0.4%	369	14.3%	0.1%
2/28/2007	0.8%	53	3.3%	2.8%	0.4%	350	28.6%	0.1%
3/1/2007	0.6%	60	3.4%	3.0%	0.4%	164	0.0%	0.0%
3/2/2007	0.5%	72	3.8%	3.2%	0.5%	396	10.0%	0.1%

➤ Comprehensive service performance

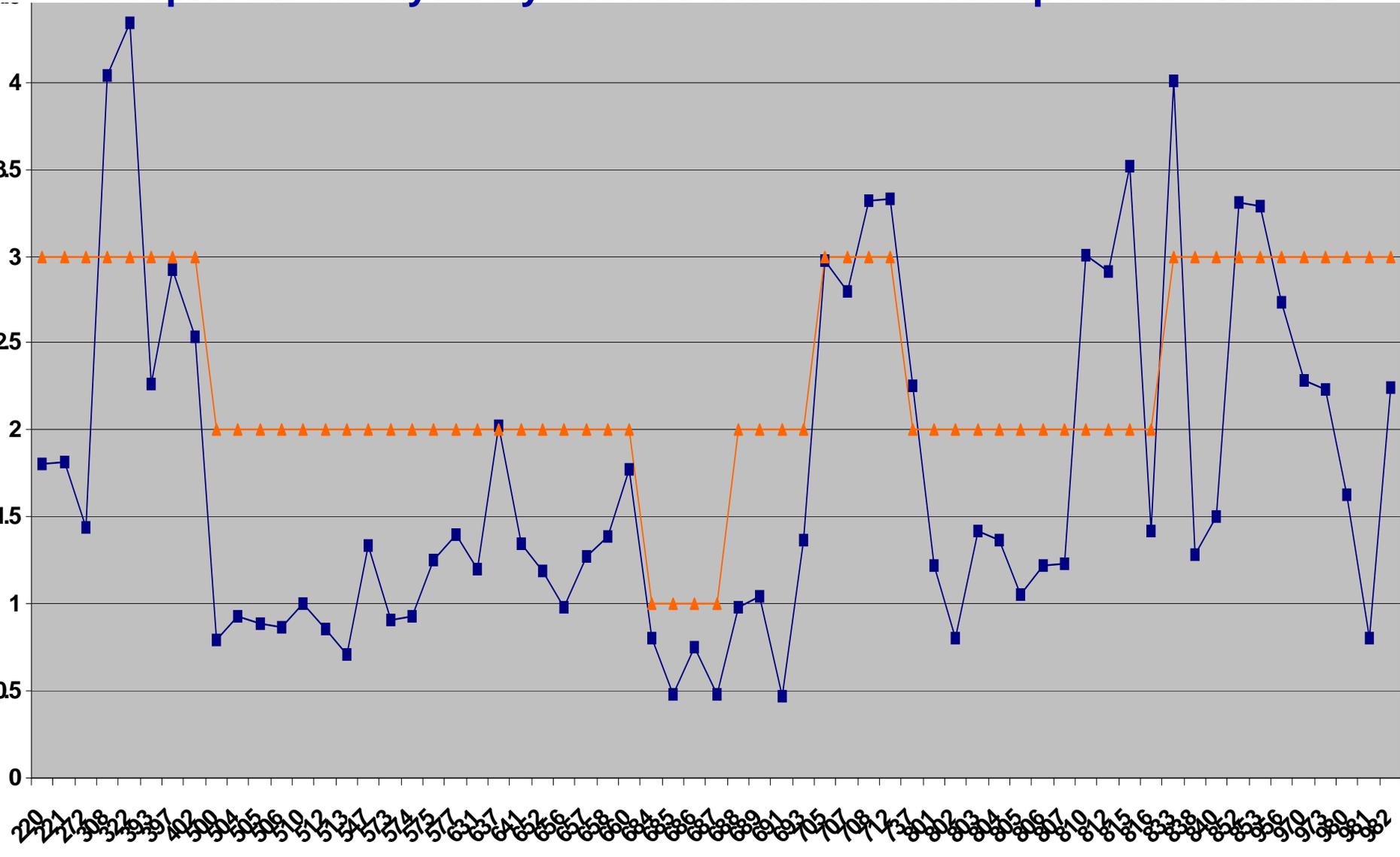
- » By plant
- » By class
- » By customer
- » By pre-sort level



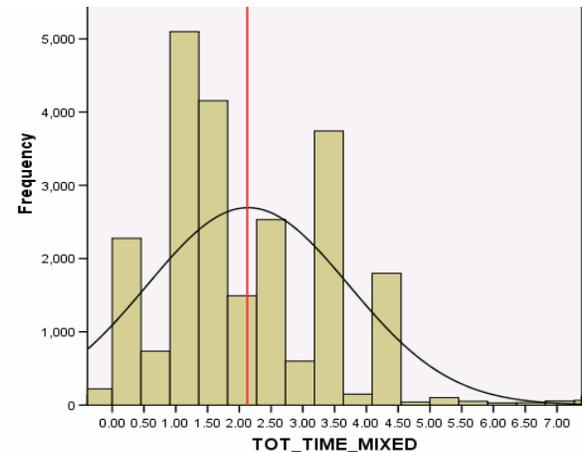
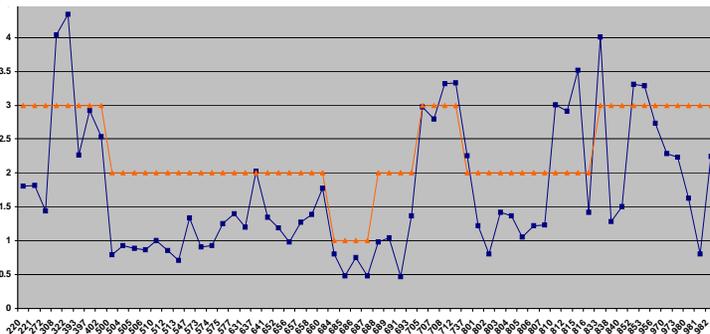
Example: Tray Handling by Presort Level – Bullpen Issues

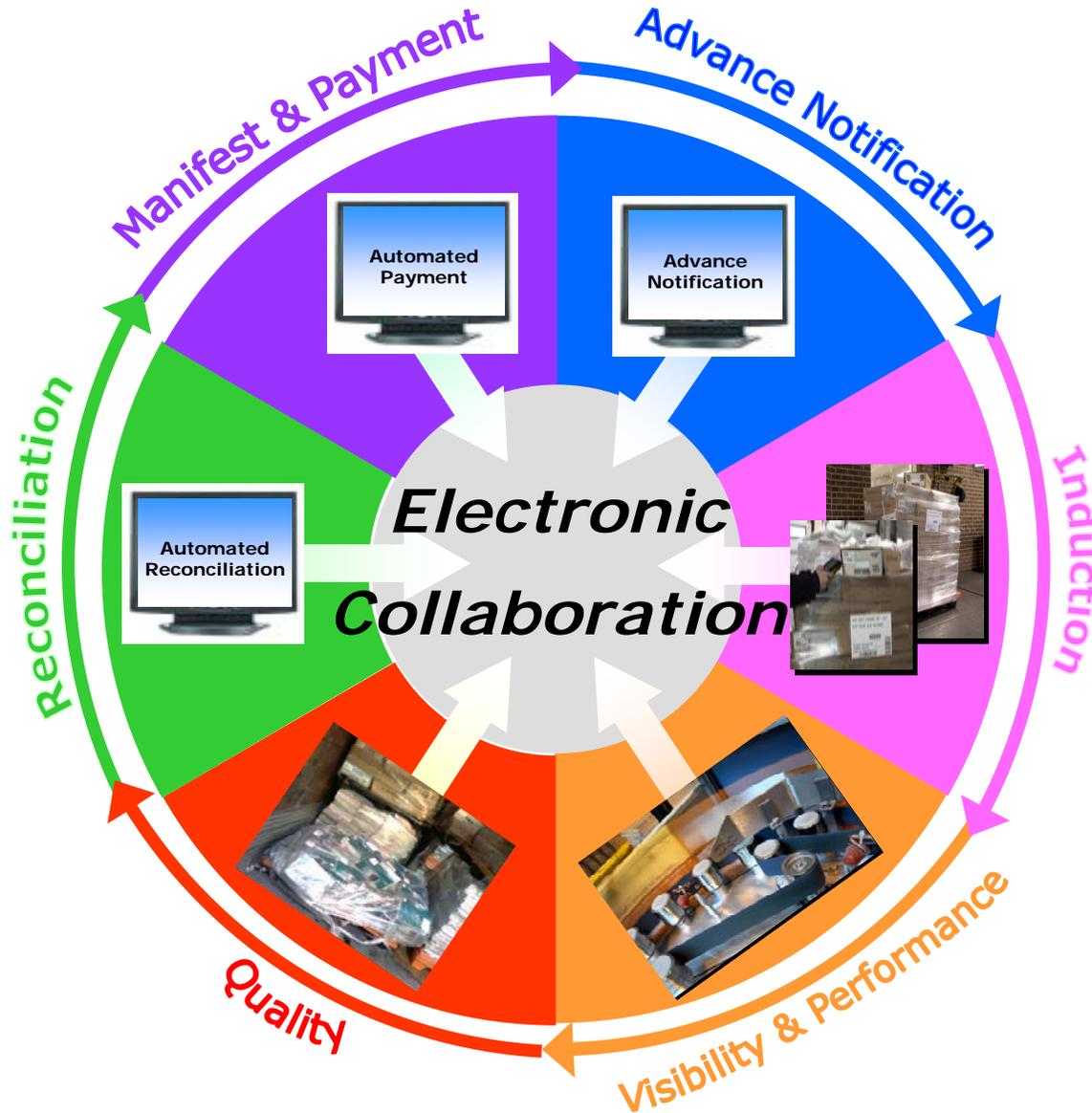


Example: ZIP Analysis by Service Standard – Transportation Issues



- Mail preparation with barcodes enables comprehensive visibility
- We will have true “start-the-clock”
- We can work with the Postal Service to improve Service Performance for our mailings
- Visibility enables accountability





Intelligent Mail celebrated as a Key Communications Medium



- **Traceable Mail**
- **Identifiable Mail**
- **Efficient Mail**
- **Quality Mail**
- **Responsive Mail**
- **Predictable Mail**
- **Reliable Mail**
- **Accountable Mail**

6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0007
Address Change Service



John Doe
6449 AMBERVIEW CV
ME 041141-8346



Provide end-to-end visibility and a seamless process for mail acceptance and delivery, using standardized intelligent barcodes, continuous mail tracking, and mail quality feedback in real-time, to position Letters and Flats as a Key Communications Medium

- **“Intelligent Mail Barcode - What Printers Need to Know.” (PR109/IMSA)**
 - **Date: Tuesday, March 27, Time: 3:15 pm, Room: 206**

- **“Seamless Acceptance” (IMSA09)**
 - **Date: Tuesday, March 27, Time: 11:15 am, Room: 202B**

- **“Electronic Data Exchange in Postal Transactions” (PR104)**
 - **Date: Tuesday, March 27, Time: 2pm, Room: 207A**

- **“Mailer of the Future” (IMSA10)**
 - **Date: Wednesday, March 28, Time: 8am, Room:206**

Which barcode should be applied to uniquely identify mailpieces?

- A Intelligent Tray Barcode
- B Intelligent Mail Barcode
- C Intelligent Container Barcode
- D 4-State Barcode

Answer

Which elements will be verified using Seamless Acceptance?

- A Barcode Quality
- B Address Quality
- C Presort Errors
- D All of the above

Answer

Mailers can submit electronic documentation using Mail.dat?

- True/False

Answer

Which barcode should be applied to uniquely identify mailpieces?

- A Intelligent Tray Barcode
- B Intelligent Mail Barcode
- C Intelligent Container Barcode
- D 4-State Barcode

Answer: B

Which elements will be verified using Seamless Acceptance?

- A Barcode Quality
- B Address Quality
- C Presort Errors
- D All of the above

Answer: D

Mailers can submit electronic documentation using Mail.dat?

- True/False

Answer: True