

# Seamless Acceptance

**Session: IMSA09**

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- Seamless Acceptance Process
- Seamless Acceptance Pilot & PSI Participation

## Old World of Mail Acceptance

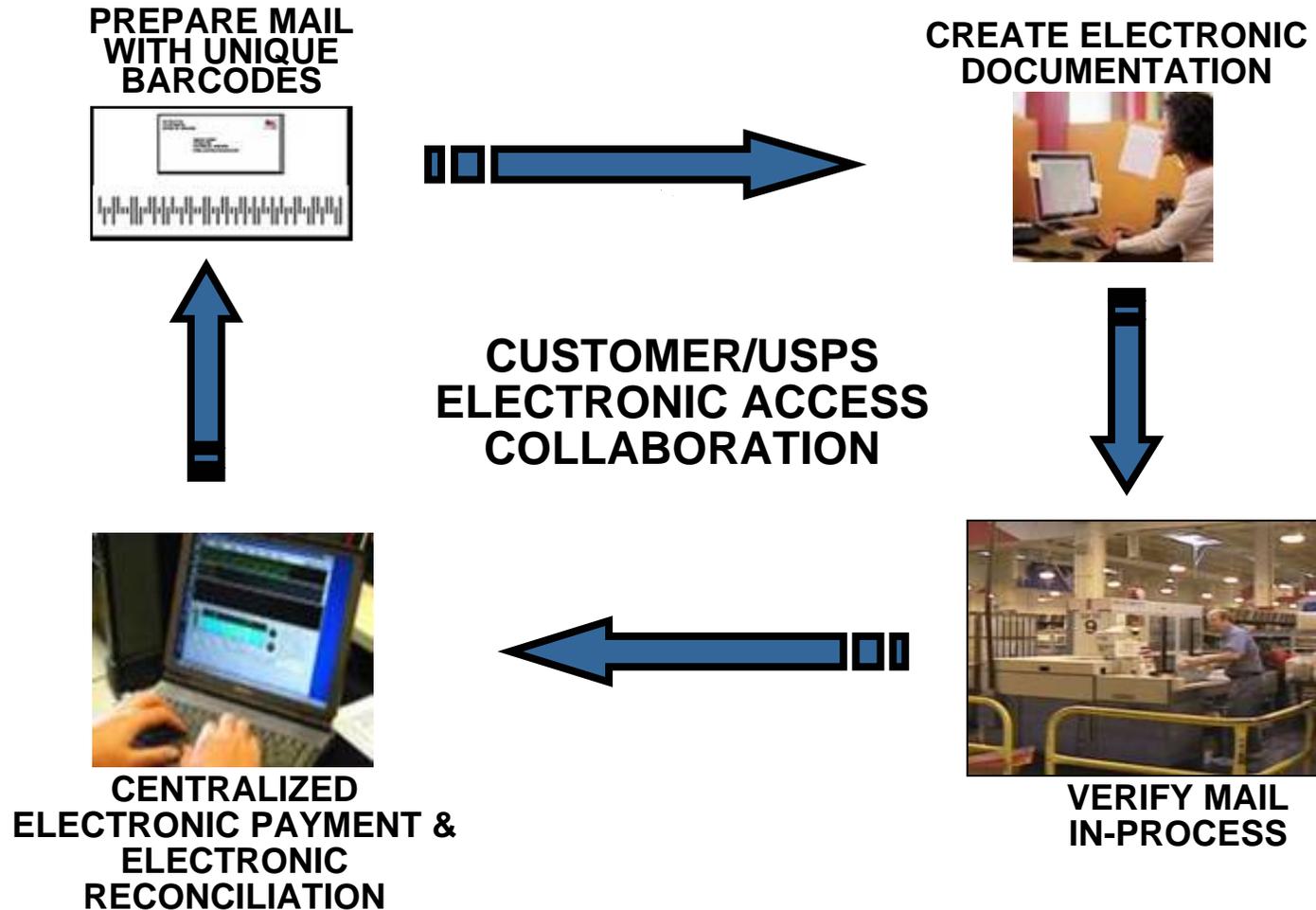
- Verification based on sampling
- Primarily manual record keeping, payment & verification
- Limited information on mail arrival, quality, whereabouts
- Paper documentation



## Leverage technology to automate induction and verification

- Decrease cycle time and reduce costs across mail supply chain
- Leverage technology to improve efficiencies in mailing operations
- Increase mailer flexibility
- Provide near real-time feedback to promote mail quality
- Provide near real-time visibility
- Introduce accountability for all participants in mail supply chain
- Foundation for Service Performance
- Consistent mailer experience

# Seamless Acceptance Process



# Seamless Acceptance Process Prepare Mail with Unique Barcodes

- Mailer preparation
  - » Mail prepared with unique barcodes

## Unique Mailpiece Barcode

6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188  
Address Change Service

FIRST CLASS MAIL  
AUTO  
U.S. POSTAGE PAID  
NEW YORK, NY  
PERMIT NO. 1

John Doe  
6449 AMBERVIEW CV  
MEMPHIS TN 38141 - 8346

## Unique Tray Barcode



## Unique Container Barcode



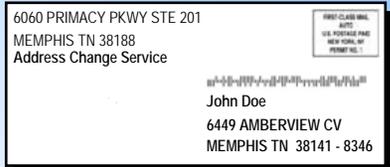
## Seamless Acceptance Process Inside the Intelligent Mail Barcode (Mail Piece)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Type Ind 2N		Special Svcs 3N			Business Entity ID 6N						Adj Field 3N			Unique Serial Number 6N						Routing ZIP 11N										

- ▶ **Type Indicator:** used to identify preparer (USPS or external) and applicable barcode specification
- ▶ **Business Entity Identifier (BEI):** USPS assigned 6 or 9 digit unique mailer identifier
- ▶ **Adjustable Field:** a 3 digit field which is used for additional serial numbers or for the BEI (if 9 digit BEI is used)
- ▶ **Unique Serial Number:** used to maintain uniqueness across pieces
- ▶ **Destination ZIP**

## Seamless Acceptance Process Create Electronic Documentation

- Mailer interacts electronically with USPS
  - » Electronic documentation with mailing details (barcodes)
  - » Centralized electronic payment
  - » Advance notification



Mail.Dat

Web  
Services

Postage Statement  
Wizard

*PostalOne!*  
Payment

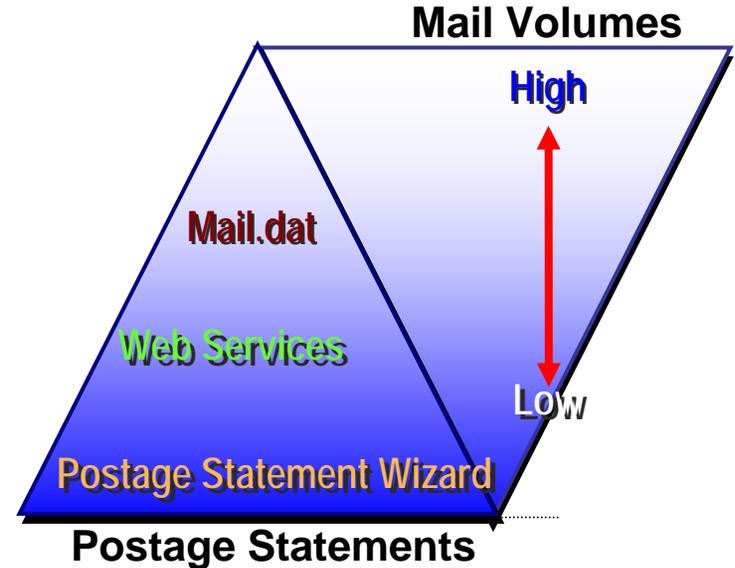
Web  
Message

FAST  
Appointment

## Seamless Acceptance Process Create Electronic Documentation

The electronic documentation contains details about the mailing

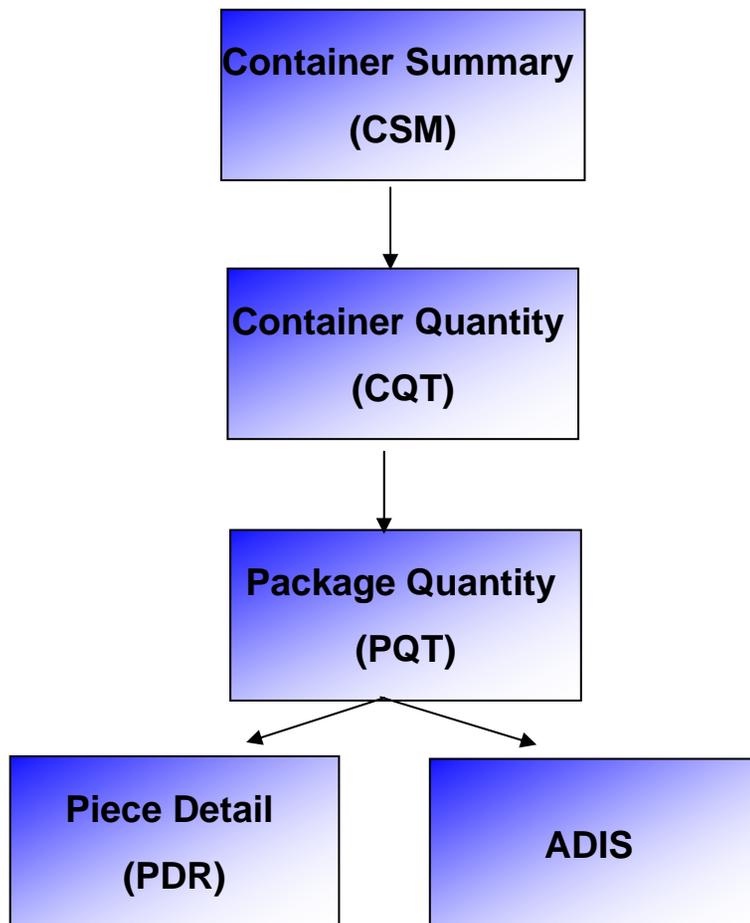
- Mail Preparation
  - » Postage
  - » Presort
  - » Entry Location
  - » Destination
- Nesting Relationships
  - » Pieces to Bundles
  - » Pieces to Trays
  - » Bundles to Pallets
  - » Trays to Pallets



## Seamless Acceptance Process

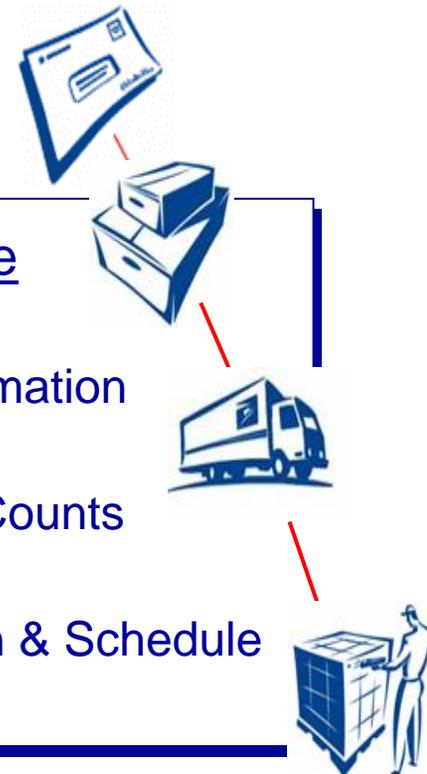
### Create Electronic Documentation (Mail.dat example)

- CSM provides information about trays and pallets
- CQT and PQT provide additional tray, bundle details
- PDR or ADIS (XML) provide piece detail information



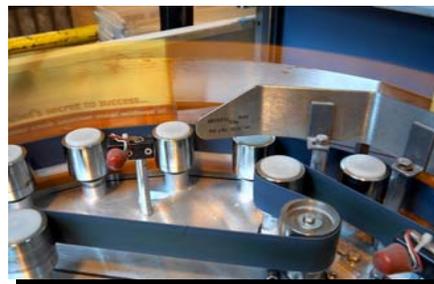
#### Mailers Provide

- Mail Makeup
- Address Information
- Piece Counts
- Logical Tray Counts
- Pallet Counts
- Entry Location & Schedule
- Weight



## Seamless Acceptance Process Verify Mail In-Process & Electronic Reconciliation

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



Processing  
Scans

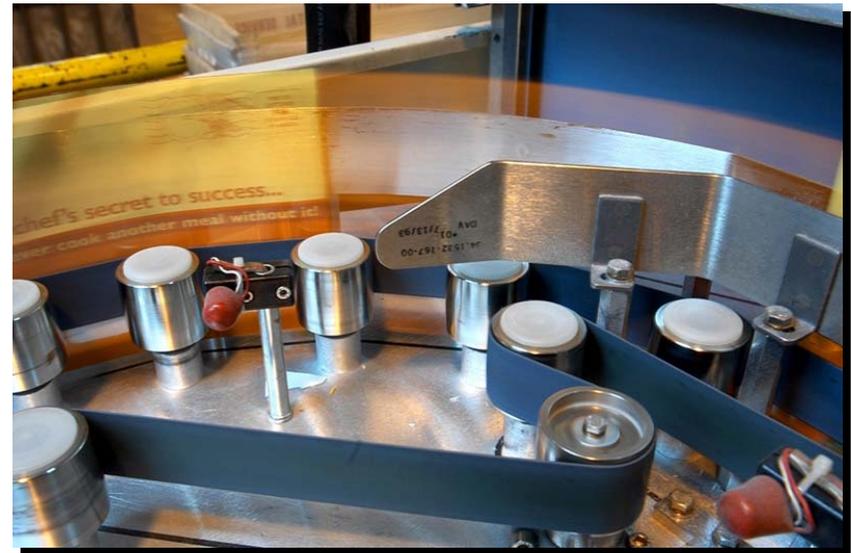
Automated  
Reconciliation

Induction Scans

## Seamless Acceptance Process Verify Mail In-Process

### Seamless Acceptance verifies

- Manifest Quality
- Mailpiece Count
- Barcode Quality
- Presort Errors
- Address Validity
- Address Hygiene



## Seamless Acceptance Pilot

- Seamless Acceptance Pilot underway
  - » First-Class Letters
  - » Over 250 mailings and 6 million mailpieces analyzed
  
- ▶ Pilot Participants
  - » PSI
  - » ZipSort
  - » Prudential

## PSI has made operational changes

- Apply Intelligent Mail Barcode
- Apply Intelligent Tray Barcode on all trays in the pilot
- Will apply Intelligent Pallet Barcodes
- Scan trays on *PostalOne!* Transportation Management system
- Create and send electronic documentation using Mail.dat
- Create separate Seamless Acceptance mailings
- Use Feedback to improve mail quality

## Seamless Acceptance validates piece & tray level documentation

- *PostalOne!* validates electronic documentation for postage and qualification
- Early pilot analysis improved piece and tray level manifests
  - » Differing mailpiece counts
  - » Pieces with no valid tray
  - » Trays with no pieces
  - » Incorrect mailpiece barcodes

## Seamless Acceptance Pilot Barcode Quality

### **Piece scans are used to verify piece count in electronic documentation and barcode quality**

- Pilot results show over 98% of manifested mailpieces are scanned on USPS equipment
- PSI has improved barcode quality which has produced consistent scan rates over 99%

## Seamless Acceptance Pilot Presort Errors

**Presort issues can be determined using a combination of manifest checks, tray scans and mailpiece scans**

<b>Presort Error Type</b>	<b>Example</b>
Wrong Tray	Pieces destined for 201 are scanned with a tray destined for 801
Mislabeled Tray	A tray of pieces destined for 201 are scanned at 801 and there are no Intelligent Tray scans for a 201 tray
Sortation	Enough 5-Digit pieces destined for 20170 were found on the manifest to create a 5-Digit tray
Minimum Count	There were not at least 150 pieces destined for 201 to create a 3-Digit tray for 201
Label List	Pieces destined for 201, 202 and 203 were placed in a single Mixed-AADC tray but the labeling list only allows combination of 201 and 202.

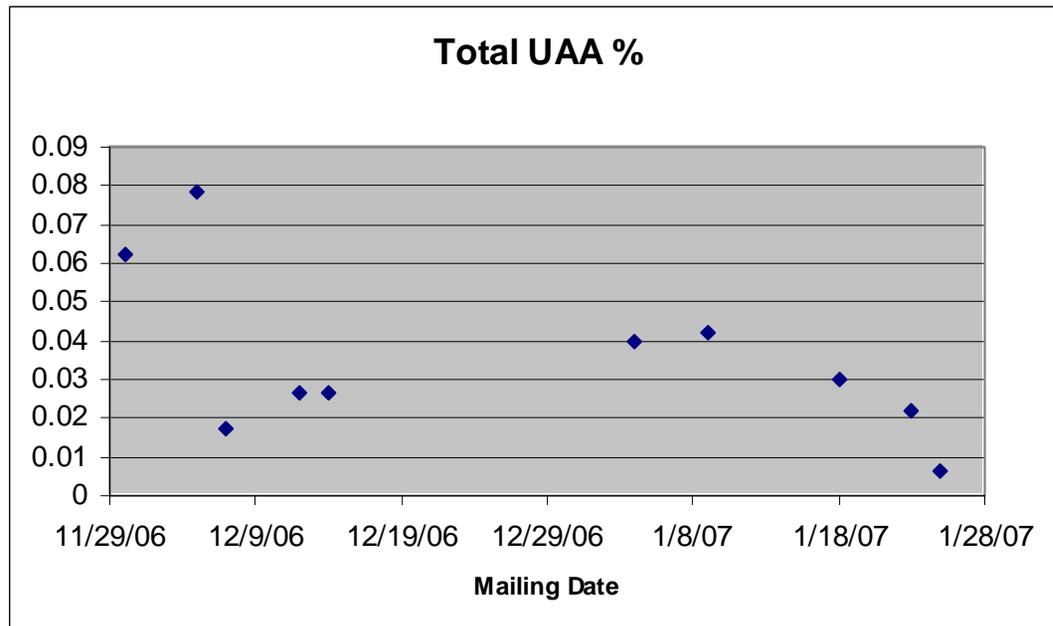




## Seamless Acceptance Pilot Address Hygiene

### Change of Address (COA) and Return Piece statistics are shared

- Age of the COA records helps identify addresses that should have been updated
- PSI uses results to improve address hygiene



## Seamless Acceptance Pilot Address Validity

### Electronic Feedback on Invalid Delivery Points and Undeliverable as Addressed (UAA)

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	Oldest COA Match (Days)	"Old" COA Matches as a % of COA Pieces	"Old" COA Matches as a % of Total Pieces in Mailing
11/28/06	1.8%	251	5.3%	2.3%	3.0%	327	9.0%	0.3%
11/30/06	1.4%	2963	6.3%	2.4%	3.8%	350	7.8%	0.3%
12/5/06	0.7%	153	8.1%	4.9%	3.2%	588	19.7%	0.6%
12/7/06	4.9%	208	1.8%	1.1%	0.6%	444	29.3%	0.2%
12/12/06	2.0%	82	2.7%	1.2%	1.4%	351	4.5%	0.1%
12/14/06	2.7%	1161	2.7%	1.3%	1.3%	267	14.3%	0.2%
1/4/07	3.4%	1943	4.0%	2.0%	2.1%	649	4.4%	0.1%
1/9/07	2.1%	1974	4.5%	2.1%	2.4%	702	31.3%	0.7%
1/18/07	2.4%	1440	3.3%	1.4%	1.9%	716	11.9%	0.2%
1/23/07	2.7%	1632	3.6%	1.7%	1.9%	515	11.8%	0.2%
1/25/07	3.1%	1391	3.1%	1.3%	1.7%	716	11.5%	0.2%
1/30/07	2.4%	1988	4.1%	1.6%	2.5%	489	11.8%	0.3%
2/1/07	1.6%	3580	8.5%	4.3%	4.2%	712	16.3%	0.7%
2/6/07	1.1%	2181	5.2%	2.1%	3.1%	575	9.8%	0.3%
2/13/07	2.6%	474	2.1%	0.7%	1.5%	503	70.8%	1.0%
2/22/2007	1.4%	235	1.2%	0.2%	1.0%	667	34.0%	0.3%

## PSI has seen improvements in mail preparation and visibility

- Rapid identification of mail quality concerns
- Substantially improved accuracy of electronic documentation
- Improved Barcode Quality
- Ability to trace preparation issues to a specific machine and specific customer
- Electronic collaboration improves efficiencies and reduces costs
- Consistent structured electronic verification approach
- Tray Scans and Pallet scans will bring greater visibility & accountability

## Seamless Acceptance Process Centralized Electronic Payment

### Postage adjustments will be based on some basic principles

- A mailing includes mail from a single facility within a 24-hour period
- Adjustments are calculated for each mailing
- Postage will be assessed on a monthly basis
- Mailers can review status of each mailing as data is received
- Statistical sampling used to establish tolerances for each assessment
- Adjustments can be limited to specific mail within a mailing (i.e. by machine, by mail owner)
- Mailers have an adjudication period to review and appeal

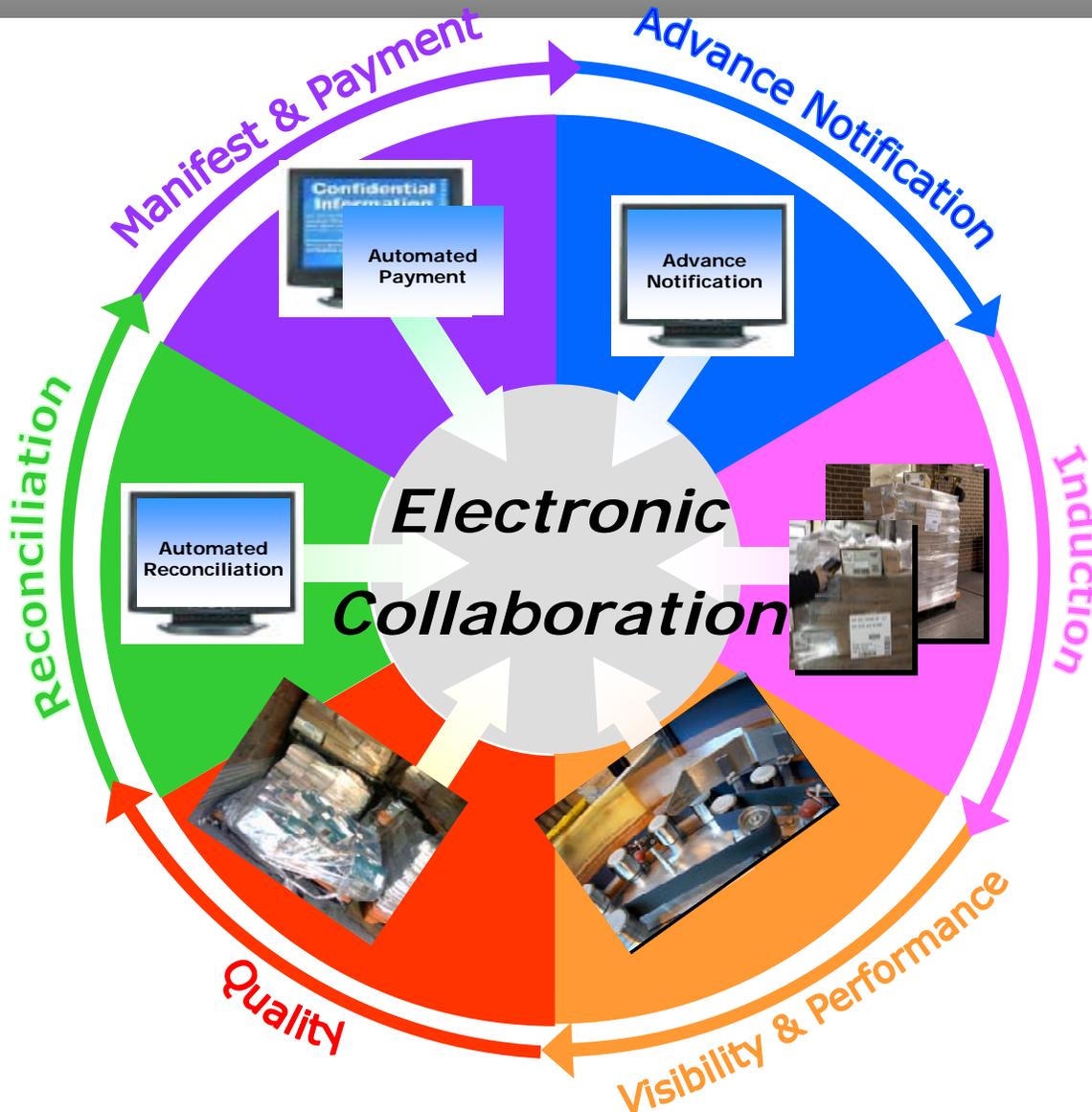
## Seamless Acceptance Process Feedback Options

- Online Reports
  - » Summary manifest information
  - » Summary verification results
  - » Adjustment calculations
- Data Files (push or pull)
  - » Verification Results
  - » Scheduled or On-Demand
- Real Time Notifications
  - » Email alerts
  - » Exception Reports

## **Production System will be designed based upon pilot learnings and results**

- Increase size of pilot mailings
- Determine appropriate tolerances for each verification
- Pilot postage assessment approach
- Expand pilot to Standard Mail, Periodicals
- Expand pilot to flats
- Begin phased implementation in 2009

## Seamless Acceptance Electronic Collaboration



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

## Questions

What will Seamless Acceptance promote?

- ▶ A. Waiting in line at the Business Mail Entry Unit
- ▶ B. Paper-based manual verifications
- ▶ C. More unaccepted mailings
- ▶ D. Flexibility in selecting the timeframe and location of mail entry

Answer:

Intelligent Mail barcode is:

- ▶ A. Required for Seamless Acceptance
- ▶ B. Allows you to uniquely identify every mailpiece in a mailing.
- ▶ C. Contains entry location
- ▶ D. A&B

Answer:

Mailers should pay postage with checks under Seamless Acceptance.

- ▶ True or False?

Answer:

## Answers

What will Seamless Acceptance promote?

- ▶ A. Waiting in line at the Business Mail Entry Unit
- ▶ B. Paper-based manual verifications
- ▶ C. More unaccepted mailings
- ▶ D. Flexibility in selecting the timeframe and location of mail entry

Answer: D

Intelligent Mail barcode is:

- ▶ A. Required for Seamless Acceptance
- ▶ B. Allows you to uniquely identify every mailpiece in a mailing.
- ▶ C. Contains entry location
- ▶ D. A&B

Answer: D

Mailers should pay postage with checks under Seamless Acceptance.

- ▶ True or False?

Answer: False