

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

ANNUAL COMPLIANCE REPORT, 2010

Docket No. ACR2010

RESPONSE OF THE UNITED STATES POSTAL SERVICE TO
QUESTION 23 OF CHAIRMAN'S INFORMATION REQUEST NO. 4
(March 2, 2011)

The Postal Service hereby files its response to question 23 of Chairman's Information Request No. 4, issued on February 18, 2011. Each question is stated verbatim, and followed by the response. The response to Question 27 is still under preparation.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
Chief Counsel, Pricing & Product Support

Eric P. Koetting

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
(202) 268-2992, FAX: -5402
March 2, 2011

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO CHAIRMAN'S INFORMATION REQUEST NO. 4**

23. A recent USPS OIG survey of Full Service Intelligent Mail Program customers found mixed results for program usefulness (Management Advisory Report – Full Service Intelligent Mail Program Customer Satisfaction Review (Report Number DA-MA-11-001(R)), November 23, 2010). In three of the six benefit categories, one-third of the respondents described the program features as not useful at all. The report also found that the primary reasons mail owners did not participate in the Full Service Program were high start-up costs and limited program benefits. In addition, mail service providers expressed concerns with assistance at the business mail entry units (BMEU) and PostalOne! Help Desk.

For each of the reasons mail owners do not participate in the Full Service Program, please specify in detail the actions the Postal Service has taken (or proposes to take) to increase Full Service participation and the continuance of those who currently participate.

RESPONSE:

The following response is organized by the reason for non-participation cited in the question above.

- 1. Program features described as not useful at all.** The Postal Service recognizes that some mailers may not currently see the value in using Intelligent Mail®. The Postal Service is moving towards promoting the value of Intelligent Mail through value-added information and towards providing full visibility through information with no additional cost. Additionally, the Postal Service is striving to make the mailing experience as seamless as possible through automated mail entry. By educating customers on and promoting the value in using Intelligent Mail, we anticipate an increased user acceptance of the value of Intelligent Mail.
- 2. High start-up costs and limited program benefits.** The Postal Service is taking steps to simplify the requirements of Full-Service Intelligent Mail, such as by reducing the complexity associated with customer supplier agreements (CSAs). The Postal Service is working towards making Intelligent Mail a value

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO CHAIRMAN'S INFORMATION REQUEST NO. 4**

proposition, streamlining the acceptance of mail, and providing information that can enhance the mailing experience. It is anticipated that simplified requirements, increased visibility, value-added information, and a streamlined acceptance process will increase customer participation.

3. Assistance at Business Mail Entry Units (BMEU) and PostalOne! Help Desk.

We are engaged in communication, training and education to ensure both field Business Mail acceptance and the *PostalOne!* help desk are adequately trained to support mailers and mail service providers with their mailing to include Full Service mailings.

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document in accordance with Section 12 of the Rules of Practice and Procedure.

Eric P. Koetting

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
(202) 268-2992, FAX: -5402
March 2, 2011