ORIGINAL

Before The
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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OFFICE OF THE SECRETARY

Mailing Online Service

Docket No. MC98-1

NOTICE OF FILING OF POSTOFFICE ONLINE BOOKLET REFERRED TO IN ANSWER TO OFFICE OF THE CONSUMER ADVOCATE INTERROGATORY OF UNITED STATES POSTAL SERVICE WITNESS: WILCOX (OCA/USPS-T7-6)

The United States Postal Service hereby provides the booklet referred to in the response of witness Wilcox to OCA/USPS-T7-6, but which was unavailable for attachment when that response was filed on August 10, 1998.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
Chief Counsel, Ratemaking

Scott L. Reiter

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(202) 268-2970; Fax: -5402
Washington, D.C. 20260-1137
August 14, 1998

POSTAL RATE COMMISSION
DOCKETED
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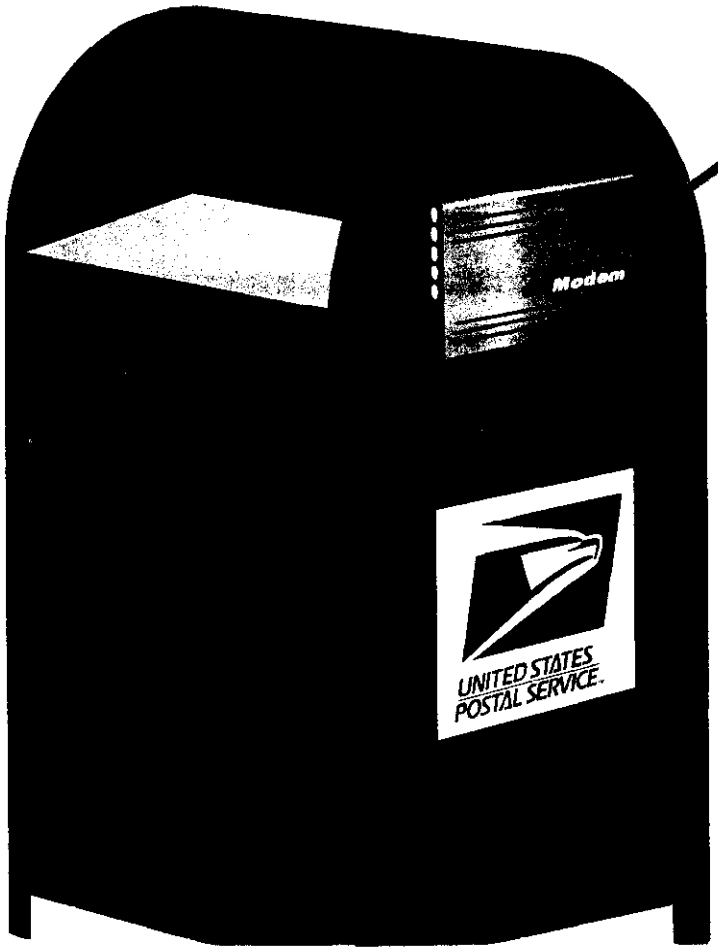
OFFICE OF THE SECRETARY

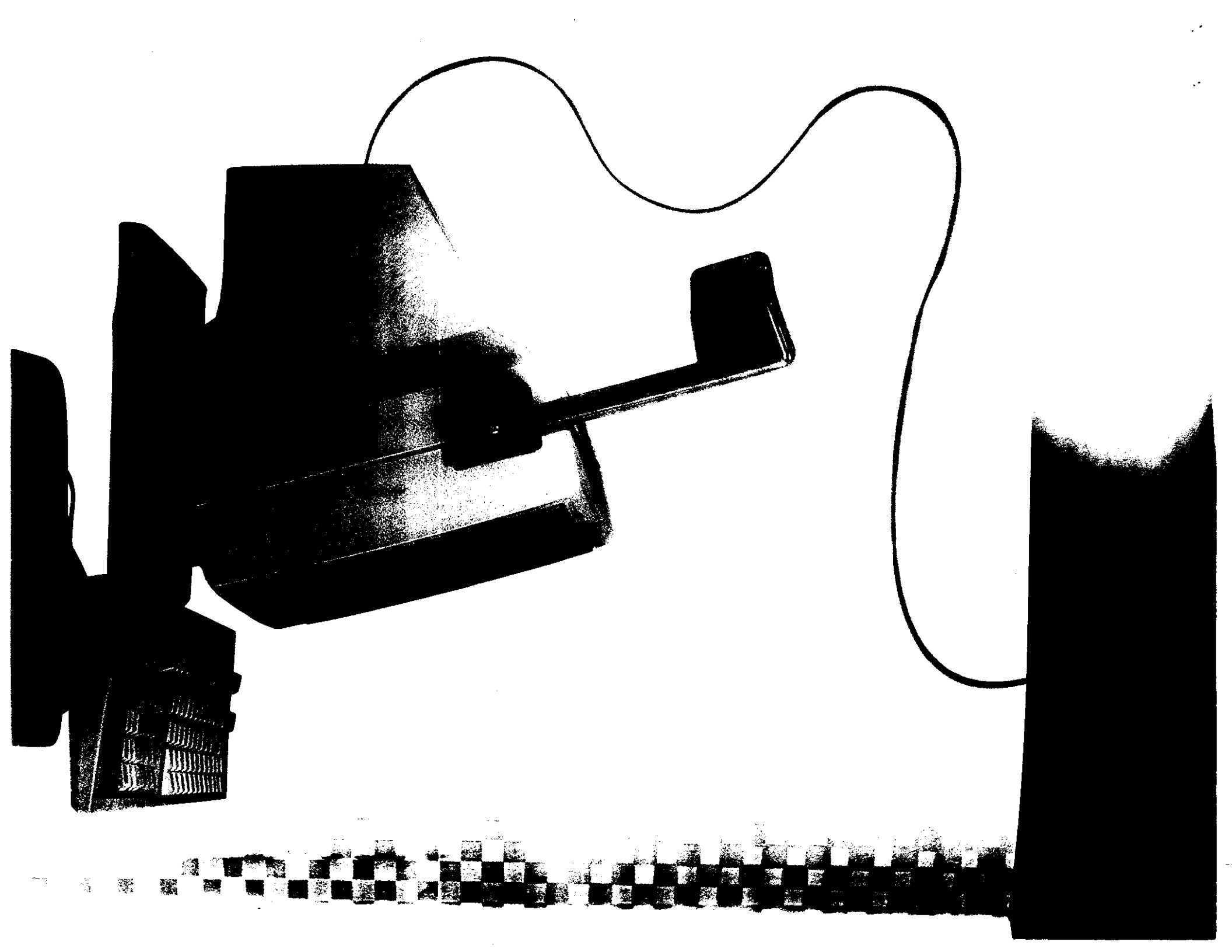
UNITED STATES POSTAL SERVICE.

We deliver.

www.postofficeonline.com



We've opened a new *location*



www.postofficeonline.com is your anytime, anywhere U.S. Post Office. It gives you easy ways to save time and improve your bottom line.

Our new Web site lets you approach – in a whole new way – how your business communicates by mail. And mail may be the most important communications medium a small business can use. The site doesn't just simplify your day and save hours of work. It lets you do things you didn't have time to do before. Things that you need to accomplish to help your profits stay strong and grow.

Helpful Hint
Use the time you save with **PostOffice Online** to respond to your customers faster and mail more often to stay in closer touch.

Expedited shipping is a must for small businesses. **PostOffice Online**™ lets you simplify and dramatically reduce the time it takes to prepare shipments. With a service we call **Shipping Online;**™ you can prepare your airbills, schedule pickups, track deliveries of Express Mail® and even confirm deliveries of Priority Mail.™ all from your keyboard. Express Mail and Priority Mail are already terrific values. Now they're even better values. See page 5.

Staying in regular and close touch with your customers is vital. Mail can help. With a service we call **Mailing Online;**™ you can simplify and reduce the time it takes to address, print, apply postage to, and send mail to any number of people – dozens to thousands. Simplify the preparation of advertising, invoices, correspondence; anything you send by First-Class® Mail. Use the time you save to do more frequent and bigger mailings, so you can leverage the selling and the relationship-building power of mail to grow your business as fast and profitably as you want. See page 7.

In time, **www.postofficeonline.com** will expand as we keep adding services, based on the feedback we get from businesses like yours that use the site. Thanks for taking part in this special test. No matter when – or from where – you access the site, we hope you'll find it easy to use, productive and profitable.

Got a question? See page 9 or click on Help on **www.postofficeonline.com** or call the Help Desk at 1-800-344-7779 or fax your question to 1-800-210-9512.

(Write your customer I.D. and your password here as a handy reminder.)

The basics

PostOffice Online lets you automate how you prepare your mail:

- Access our Web site anytime – it's open 24 hours a day, 7 days a week
- Access our site from anywhere – your home, office or from the road
- Take confidence in the reliability and integrity of the U.S. Postal Service

Helpful Hint
Here's a neat way to correct and standardize your customer files. Let **Mailing Online** do it automatically.

Automate Express Mail and Priority Mail shipments with Shipping Online:

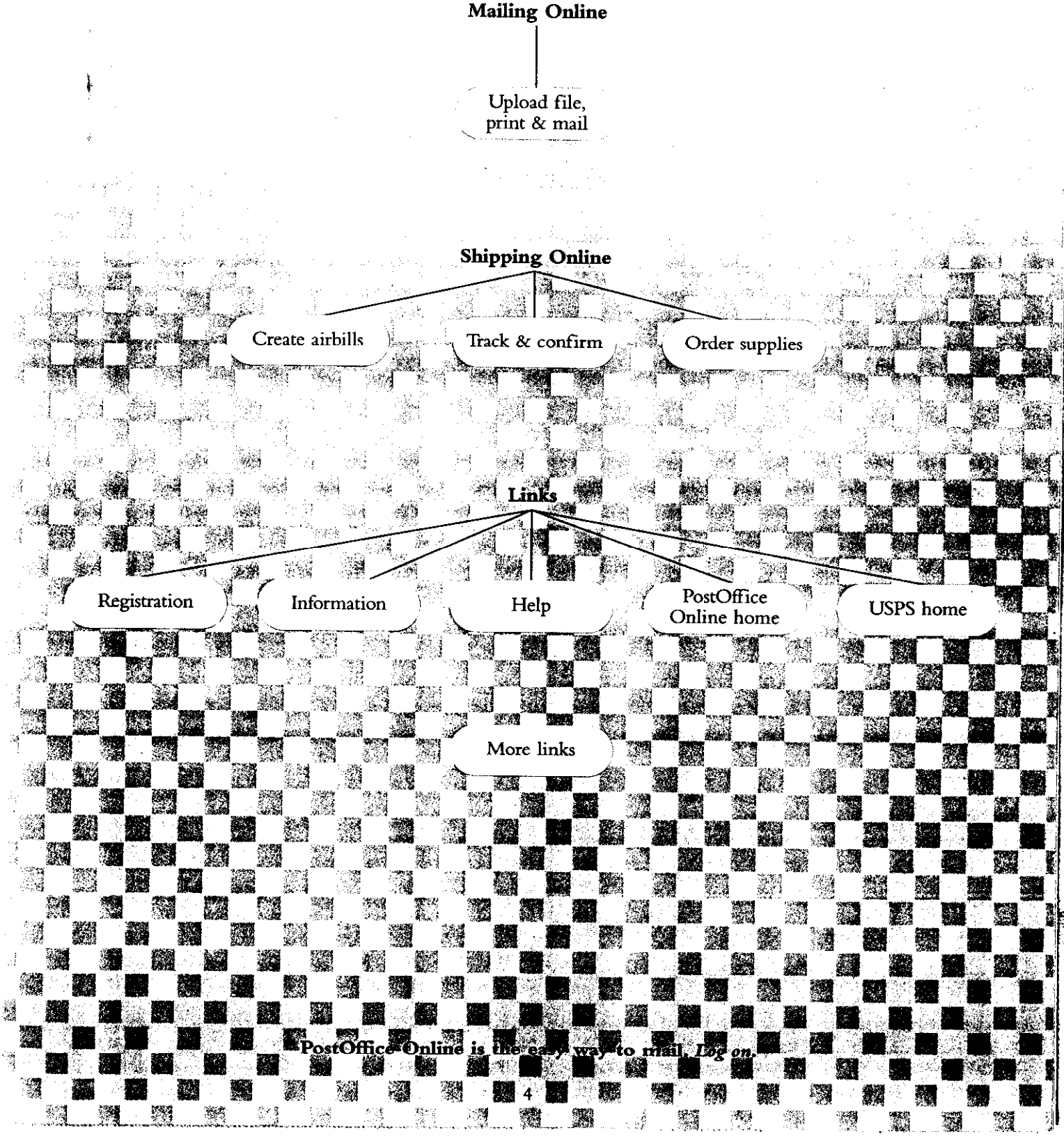
- Go online to prepare airbills, pay postage, schedule pickups and order supplies
- Track Express Mail and confirm Priority Mail deliveries online

Automate how you send important First-Class Mail with Mailing Online:

- Reduce the time it takes to prepare letters, invoices, etc.
- Create your document on a PC, attach your mailing list right from your computer, then send them electronically to the U.S. Postal Service – we'll send them to a USPS-approved printing and mailing service
- Have your **Mailing Online** mailing lists corrected and standardized automatically
- Get high-quality printing with graphics and optional highlight color
- Let the USPS-approved printer address, print, apply postage to, and mail your mailing for you

Got a question? See page 9 or click on Help on **www.postofficeonline.com** or call the Help Desk at 1-800-344-7779 or fax your question to 1-800-210-9512.

www.postofficeonline.com site map



PostOffice Online is the easy way to mail. *Log on.*

How Shipping Online *works*

Shipping Online – only available on **PostOffice Online** – makes using our Express Mail and Priority Mail services a snap.

Instead of writing out airbills by hand, now you can prepare them electronically, which is faster and more professional-looking. You can also use our online U.S. Postal Service database to check your addresses for accuracy and completeness. A particularly handy feature lets you store each new address in the Microsoft Wallet. Enter the address once, and it stays at your fingertips. This saves time whenever you need to ship to that same address again.

You can accurately calculate your postage (so you never overpay), pay by credit card, schedule pickups, track Express Mail and confirm Priority Mail deliveries, and even order additional shipping supplies...all online.

- Log on using your customer I.D. and password
- Select "create airbills"
- Prepare your airbill electronically
- Select Express Mail or Priority Mail
- Schedule a pickup online
- Let the Web site calculate your postage and pickup charge
- Pay by credit card (Visa,® MasterCard,® Discover®/Novus,℠ American Express®)
- Print your airbill using a laser or ink-jet printer
- Track your Express Mail shipment or confirm delivery of your Priority Mail shipment online

You're done.

PostOffice Online is the easy way to mail. ***Log on.***

Express Mail Service

- Express Mail lets you conveniently ship to everyone, everywhere, everyday. What other delivery service gives you that?
- An 8-ounce envelope costs just $10.75 to ship anywhere in the U.S. Regardless of weight, a flat-rate envelope costs just $15.00 to ship anywhere in the U.S.
- Express Mail service is the only overnight service that delivers 7 days a week, 365 days a year, including Saturdays, Sundays and holidays at no extra charge.
- We guarantee delivery by 12 noon the next day between major business markets, and by 3 p.m. elsewhere. You can track your shipments online.

Helpful Hint
When you prepare a Priority Mail shipment via **Shipping Online**, you can confirm delivery at no extra charge.

Priority Mail Service

- What's your priority? When speed and saving money are equally important, use Priority Mail.
- Regardless of weight, a flat-rate envelope costs just $3.00 to ship anywhere in the U.S. On other shipments, it's $3.00 for up to 2 lbs., $4 for up to 3 lbs., and $5 for up to 4 lbs. See our rate chart for details. You can ship up to 70 lbs. per piece.
- Priority Mail service delivers 6 days a week, Monday through Saturday, and there's no extra charge for Saturday delivery.
- You can confirm delivery online (available with **Shipping Online**).

Did You Know? You can schedule a special pickup of your shipments for a single $4.95 fee per stop. Express Mail and Priority Mail are the only overnight and expedited services that deliver to U.S. Post Office boxes.

Got a question? See page 9 or click on Help on **www.postofficeonline.com** or call the Help Desk at 1-800-344-7779 or fax your question to 1-800-210-9512.

How Mailing Online *works*

Mailing Online – only available on **PostOffice Online** – makes sending your important business mail a breeze.

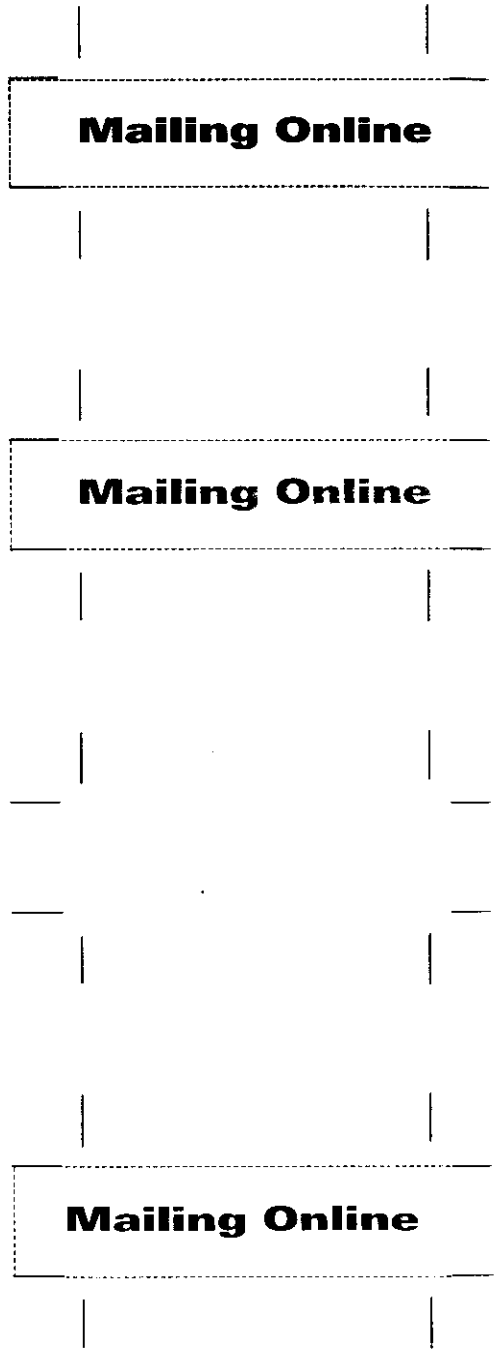
Instead of spending hours addressing the advertising mail, invoices, catalogs, newsletters, etc., that you send by First-Class Mail, printing each piece, stuffing the envelopes, applying the postage and mailing them, you can have someone else do it conveniently and affordably.

You create your mail on your own Windows® 95 PC, using almost any major word processing or page layout program, then send it electronically — along with your mailing list — to the U.S. Postal Service. We'll send them to a USPS-approved printing and mailing service that takes care of the rest of the work. The time you save means more time for growing your business. Online printing and mailing makes it easy to take better advantage of the selling and relationship-building power of mail to win and keep customers. We'll even correct and standardize your mailing list automatically, using the latest USPS data, so you get the fastest service possible.

- Prepare your document and mailing list
- Log on using your customer I.D. and password
- Select "upload file, print & mail"
- Create a job ticket
- Select your new (or preloaded) document and mailing list
- View and double-check your document
- Enter all other mailing information
- Select your print options
- Let the Web site calculate your postage
- Pay by credit card (Visa, MasterCard, Discover/Novus, American Express)

You're done.

PostOffice Online is the easy way to mail. ***Log on.***



Use highlight color to add more emphasis to your mail. Choose from red, blue, green and yellow. The representations above are approximate. The actual colors may vary.

Samples of what you can do

Send an announcement letter to a few dozen special customers or to thousands of good prospects. A powerful letter with an exciting offer or news, mailed to a good list of people, can be a powerful marketing tool. **Mailing Online** makes it easy.

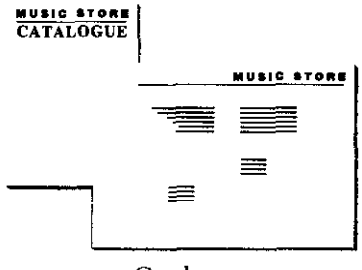
Letters

Helpful Hint
Do all of your mailings via **Mailing Online**. Design them so they have a consistent look to help strengthen your image.

Regular invoicing can be so time-consuming. Now, with **Mailing Online**, there's a way around the chore. Automate your invoice mailing. It's as easy to send out a few as it is to send out hundreds or thousands.

Invoices

Do you frequently change your offerings or prices? It's good to keep prospects and customers informed. By streamlining how you mail, **Mailing Online** lets you mail out catalogs regularly and handle crunch loads during your peak selling times.



Catalogs

Keep customers educated about what's going on in your business by mailing regular newsletters. Good customers want to know what you're up to. With **Mailing Online**, it's a snap to keep customers excited.

Newsletters

Got a question? See page 9 or click on Help on **www.postofficeonline.com** or call the Help Desk at 1-800-344-7779 or fax your question to 1-800-210-9512.

Mailing Online is compatible with: Microsoft® Word 6.0; Microsoft Excel 7.0; Quark 3.0; Pagemaker 6.5; Ventura 7.0; WordPerfect 7.0; and higher versions of each.

Got a *question*?

- **What do I do if I want to change my customer I.D. or password?**
  You're assigned a customer I.D. when you first log on to the site. Ordinarily, you won't need to change it. You can change your password, which you choose yourself, as often as you want, following the online instructions.

Helpful Hint
When you get answers from the **PostOffice Online** Help button, copy and save them in a folder on your hard drive for later reference.

- **When I prepare airbills with Shipping Online, can I store my addresses and use them later?**
  You can store your addresses in the Microsoft Wallet for later use. This feature can come in handy. Just follow the online instructions.

- **When I schedule an Express Mail or Priority Mail pickup, is it just $4.95 no matter how many pieces I have or how much they weigh?**
  Yes, the $4.95 pickup fee is per stop, with no limitations on the number of pieces. There is a weight limit of 70 lbs. per piece.

- **You say Mailing Online will clean up mailing lists before a mailing goes out. Do you tell me which addresses you needed to clean up?**
  Your mailing list is compared against the USPS National Address Management System to standardize your addresses, including abbreviations, ZIP Codes, street addresses and street directionals. Information about which of your addresses needed updating will be a future product enhancement.

- **When I use Mailing Online to prepare mailings, how sophisticated can I get with my mail piece designs?**
  The software packages that **Mailing Online** accepts offer you a wide variety of mail piece design options. Use of highlight colors are limited to red, blue, green and yellow. There are some graphic restrictions that are specified online.

- **If I need help, how do I get in touch with you?**
  Click on Help on **www.postofficeonline.com** or call the Help Desk at 1-800-344-7779 or fax your question to 1-800-210-9512.

More cool Post Office links

www.postofficeonline.com has a hyperlink to each of these other useful sites. They have a lot to offer, and navigating them is easy when you use **PostOffice Online** as your starting point.

- **USPS Home Page**
  http://www.usps.gov/

- **Consumer Guide to Postal Services and Products**
  http://www.usps.gov/csmrguid/

- **Postage Calculator**
  http://postcalc.usps.gov/itds/owa/calculator.home

- **Postal Business Publications**
  http://www.usps.gov/business/pubsbus.htm

- **Postal Facilities**
  http://www.usps.gov/ncsc/locators/

- **Shipping Supplies Online**
  http://supplies.usps.gov/

- **Stamps Online**
  http://www.stampsonline.com/

- **Tracking (Package Status)**
  http://www.usps.gov/cttgate/mml.htm

- **ZIP Code Lookup**
  http://www.usps.gov/ncsc/lookups/lookup_zip+4.html

PostOffice Online is the easy way to mail. ***Log on.***

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.

Scott L. Reiter

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
August 14, 1998