

USPS Report on PRC Rate and Service Inquiries for March 2012

The Postal Regulatory Commission referred 53 inquiries to the Postal Service in February. Customers received responses on average within 8.5 days.

Inquiries covered various topics that fell into three main categories:

- Delivery services (26) – i.e., the time of delivery, forwarding, and method of delivery.
- Customer services (13) – i.e., hours of service, availability of retail products, and product tracking.
- Policies/procedures (14) – i.e., general information, obtaining refunds or exchanging postage, and suggestions.

While many of the inquiries were customer specific, the following topic is highlighted for possible interest to a larger audience.

Every Door Direct Mail-Retail

Every Door Direct Mail (EDDM)-Retail is a new retail product using Simplified Addressing that was launched on February 11, 2011. EDDM-Retail makes it possible for small businesses to send Direct Mail without a permit and without the expense of list purchasing. The mailer must provide enough mail pieces to cover either every active residential or every active residential and business combined delivery on one or more carrier routes serviced by the retail office (up to a maximum of 5,000 pieces per mailing). And don't forget PO boxes count too!

Every Door Direct Mail Retail (EDDM-Retail) Product Features

- Acceptance at all USPS Retail locations
- Only Standard Mail Flats accepted.
- Mailing destined for the local delivery area only
- Per piece weight limit of 3.3 oz
- 5,000 maximum mail pieces, per mailer, per day, per unit*
- No permit is required; a new universal indicia can be used for EDDM-Retail or mailers can use an existing permit
- No Trust Account payment accepted
- New Retail postage statement with Carrier Route documentation on the back

PRSRRT STD
ECRWSS
U.S.POSTAGE PAID
EDDM Retail

New permit indicia for EDDM Retail

The Postal Service is very excited to offer EDDM-Retail. It's a way for businesses and organizations of all sizes to reap the benefits of Standard Mail in reaching their target audiences with advertising messages, special offers, and other information. Please help us make this new program a success.

*Mail service providers can enter EDDM-Retail mailings for their customers as long as they submit separate documentation and limit each mailing to 5,000 pieces per customer per day.