Serving America Since Before There were Federal Agencies
AGENDA

★ Postal Facts
★ Federal Strategic Account Team
★ Federal Government Partnerships
★ USPS Innovations
★ Value Proposition
★ Service Support
★ Resources
In 1913 it was legal to mail children. With stamps attached to their clothing, children rode trains to their destinations, accompanied by letter carriers. One newspaper reported it cost fifty-three cents for parents to mail their daughter to her grandparents for a family visit. As news stories and photos popped up around the country, it didn't take long to get a law on the books making it illegal to send children through the mail.
US Postal Service Facts

★ July 26, 1775 – Second Continental Congress establishes the postal service

★ Benjamin Franklin named as first Postmaster General


★ Self-funded – no taxpayer dollars

★ Famous Postmasters:

* Abraham Lincoln – US President
* Harry Truman – US President
* Bing Crosby – Actor, Crooner
* Walt Disney – Producer
* William Faulkner - Novelist

John Brown - Abolitionist
Charles Lindbergh - Aviator
Adlai Stevenson – US Vice President
Harry Hooper – Baseball Hall-of-Famer
Rock Hudson - Actor

★ 2006 - Postal Accountability and Enhancement Act mandates $5.5 billion annual prefunding of pension.
The Indispensable Postal Service

- USPS core of > $1.4 Trillion mailing industry employing > 7.5 million people
- 617,254 employees - 20% are Veterans - 5% Disabled Veterans
- Over 31,000 Post Office™ locations / 180,000 collection boxes
- 152 million addresses served / 160 billion mail pieces annually
- Scan and process over 400,000,000 pieces per day
- 37 million Address Changes processed
- Over 276,000 GPS Mobile Delivery Devices deployed as of 09/15 (scanning) - Enabling 11 Scans per package delivery
- 180,000 new delivery vehicles to be deployed between 2018 – 2024
- Third largest IT infrastructure in the world
- 2014 Gallup Poll votes US Postal Service most trusted federal agency
Dedicated to Federal Agencies

★ Strategic Account Managers
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  ★ Joel Prescott
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★ Senior Business Network Specialists
  ★ Sharon Bayly
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★ Operations Integrations Specialist
  ★ Rick Reedy
USPS – Fed Agency Partnerships

★ State Department – 5.4 million passport applications annually accepted at Post Offices
★ Census – mail 143 million census surveys to US households
★ Department of Veterans Affairs – shipment of medicine to 9 million Veterans
★ Department of Defense – AAFES – shipment of PX product to members of the military
★ Federal Recycling of Electronics
  ★ 25 participating federal agencies, including USPS
  ★ Recycled 140,518 items totaling 123 tons this year
Always Innovating @ USPS

★ Informed Visibility
★ End to end scanning, tracking and visibility of letters and flats
★ Logical delivery events
★ Pilots in progress…Going live in June

★ Digital Solutions
★ Pilot program for In-person Proofing with Census

★ Secure Destruction
★ USPS employees and shredding equipment used to destroy your Undeliverable-as-Addressed and Return to Sender mail
★ Reduce your costs while preserving the integrity of Personally Identifiable Information (PII)
Informed Visibility™ (IV™) Mail Tracking and Reporting

IV will provide mail visibility data for letters, flats, bundles, handling units, and containers.

Benefits for mailers:
- Comprehensive, end-to-end mail visibility in near real-time
- Flexible data provisioning for mailers to get what they want, when they want, and how they want
- Flexible data delegation
- Improved visibility, including logical delivery events and assumed handling events

Release Plan

- Release 1: Migration of IMb Tracing and container and handling unit visibility from PostalOne! to IV
- Release 2: Logical Delivery Events, assumed handling events, enhanced bundle visibility, and roles and permissions management
- Release 3: Migration of Start-the-Clock visibility from PostalOne! to IV
Digital Solutions In-Person Proofing
USPS/Census Pilot Program

Services Provided by USPS

★ Identity verification
★ Document capture (e-QIP, Federal Employment Verification)
★ Credit Release
★ Appointment Affidavit (Oath of Office)
★ Photo
★ Biometric fingerprint capture
USPS BlueEarth Secure Destruction

Each year USPS® returns over 1.2 billion pieces of Undeliverable-As-Addressed (UAA) First-Class Mail® to mailers

Secure Destruction Service
Secure Destruction was created in response to mailers asking to reduce handling costs for “Return to Sender” mail with Privacy Protected Information (PPI)

- Applies only to letter-sized First-Class Mail®
- Performed by USPS® employees in USPS® facilities
- An opt-in service for mailers provided at no additional fee
Value Proposition

★ The United States Postal Service is a Federal Agency
★ No fuel, residential, delivery area surcharges
★ Priority Mail and First-Class Package Service provides reliable, fast 1-3 day transit time nationwide
★ Only carrier in the marketplace to offer ounce-based pricing
★ Market leading package tracking and visibility
★ Multiple options for label generation and payment methods
★ Customer service support network
First-Class Package Service CPP

The USPS First-Class Package Service is the ideal solution for shipping lightweight packages that weigh less than a pound. The ounce-based pricing of First-Class Package Service provides significant savings to your agency versus pound-priced options. First-Class Package Service with Commercial Plus Pricing provides your agency with the most cost effective shipping solution for packages weighing less than a pound. Most packages have an estimated delivery time within three business days.

- 1-3 Day delivery
- Ounce base pricing
- No hidden surcharges
- Payment options
Priority Mail Flat Rate

Priority Mail Flat Rate pricing gives your agency predictable, up-front pricing. This gives you the ability budget allocated funds quickly and accurately, that translates into cost savings that can help to boost your ROI. Using your actual shipping data, we can create a customized solution that directly addresses your specific shipping needs.

• Simplifies shipping with no weight, zone, or distance calculations for packages up to 70 pounds

• Deeper discounts for specific customized shipping thresholds

• Eco-Friendly packaging can be ordered online and delivered to your agency for no charge
The Power of Direct Mail

★ The Mail Moment:
★ Captures Attention
★ Targets your audience
★ Daily ritual
★ Highly interactive
★ Time consumers devote to mail
★ Drives traffic to Federal website or facility

★ Mail is still highly valued:
★ 80% look at their mail daily – as a valuable news resource
★ 75% like to see what’s in the mail
★ 63% of mail is kept at least 2 days
Mail vs. Digital

Millward Brown*

- Neuroscience on digital image vs. mail

Little blue dot: brain processing digital
- Surface level visual images

Big red space: brain processing mail
- Deeper emotions and richer feelings are stored

★ The Media Explosion
- Mail Breaks Through the Clutter
- Studies show Direct Mail is easier to process mentally than Digital Media
BSN eService

Service with the customer in mind

The Business Service Network (BSN) continues to deliver new technology and incorporate different channels to better serve your needs.
What is BSN eService?

- State of the Art, web based program that enables BSN customers to receive seamless, national customer support from a dedicated team of Business Service Network employees.

Why Self Service?

- Providing multiple touch points is a way to enhance a customer’s overall experience.
- Offering electronic support allows customers to access information and perform routine tasks over the Internet.
BSN eService

Customer Benefits

- 24/7 Availability
- Self-service
- Starts the clock
- Review service requests & status on-line
- Enhanced relationship
- Increased customer satisfaction
- Provide feedback by taking a Survey
- Connect in real-time with the BSN using Live Agent
Accessing eService is Simple

New eService Customers

- BSN Customers can contact their Representative
- An email will be sent to the eService User
- eService Users will receive a Promo code, CRID, and registration instructions in the auto-generated email
- eService Users will follow the registration instructions and use the Promo code and CRID to register in the Business Customer Gateway (BCG) and navigate to eService
- After the registration process is complete the eService User will receive a confirmation email
Getting started…

- Customer MUST be an active contact with the BSN
- Go to www.usps.com
- Click on Business Customer Gateway
- New Users – Click Register for Free

Once on the site…
- Create a User ID and Password
- Follow the prompts to complete the online application
- The customer will receive a confirmation upon approval
Once your Service Request has been moved to the Resolved status, you have 24 hours to respond to whether the resolution was to your satisfaction.

You will receive an email notification:
- Select the link in the email and respond to the satisfaction questions.
- If you selected yes, the Service Request will close automatically.
- If you selected no, the BSN Representative will take further action to resolve the issue and the Service Request is escalated.
- BSN is notified that you have responded.
The Role of an Operations Integration Specialist
Operations Integration

Operations Integration collaborates with cross functional teams at the Headquarters' level to support and assist in the on-boarding process of high revenue opportunities allowing the customer to accomplish their first day of mailing goals.
Our Priorities

Priorities

- Provide support for policies, procedures and programs related to Postal Operations.
- Identify trends and systemic service performance issues through collecting and analyzing data and monitoring programs to develop plans for new or revised operational programs and systems.
- Develop and implement procedures for the integration of business opportunities and service solutions into the postal operating infrastructure.
- Work closely with local Sales teams to ensure a seamless on-boarding experience assisting customers in meeting the projected date for the first day of mailing.
OIS is Your Onboarding Manager

★ You’ve already been informed by a member of our Sales Team about our great services that the USPS can provide for you as your shipping and mailing provider. Now let us implement our vision of:

★ “We work with Operations to provide customers with a seamless transition as they cycle through the on-boarding process while developing lasting business relationships”.

★ ★ ★
The mission of the U.S. Postal Inspection Service is to protect the U.S. Postal Service, secure the nation’s mail system and ensure public trust in the mail.
USPS Resources

★ Postal Explorer:  http://pe.usps.gov

★ Industry Outreach:  
https://ribbs.usps.gov/index.cfm?page=industryoutreach

★ RIBBS-Intelligent Mail Package Barcode:  
https://ribbs.usps.gov/index.cfm?page=intellmailpackage

★ RIBBS-IMpb FAQ:  

★ Business Service Network (BSN):  
https://ribbs.usps.gov/locators/find-bsn.cfm

★ Official Mail Accounting System:  
https://ribbs.usps.gov/index.cfm?page=oma

★ DMM Advisory Newsletter:  http://pe.usps.gov/dmmAdvisory.asp or subscribe dmmadvisory@usps.gov
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Thank you.