



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Do Something!



Five Key Strategies to Make Every Mailpiece Count

Presented by: Chris Lien, EVP Postal Affairs, BCC Software

INTRODUCTION

CHRIS LIEN

EVP Postal Affairs, BCC Software

ChrisL@bccsoftware.com

585.698.9891

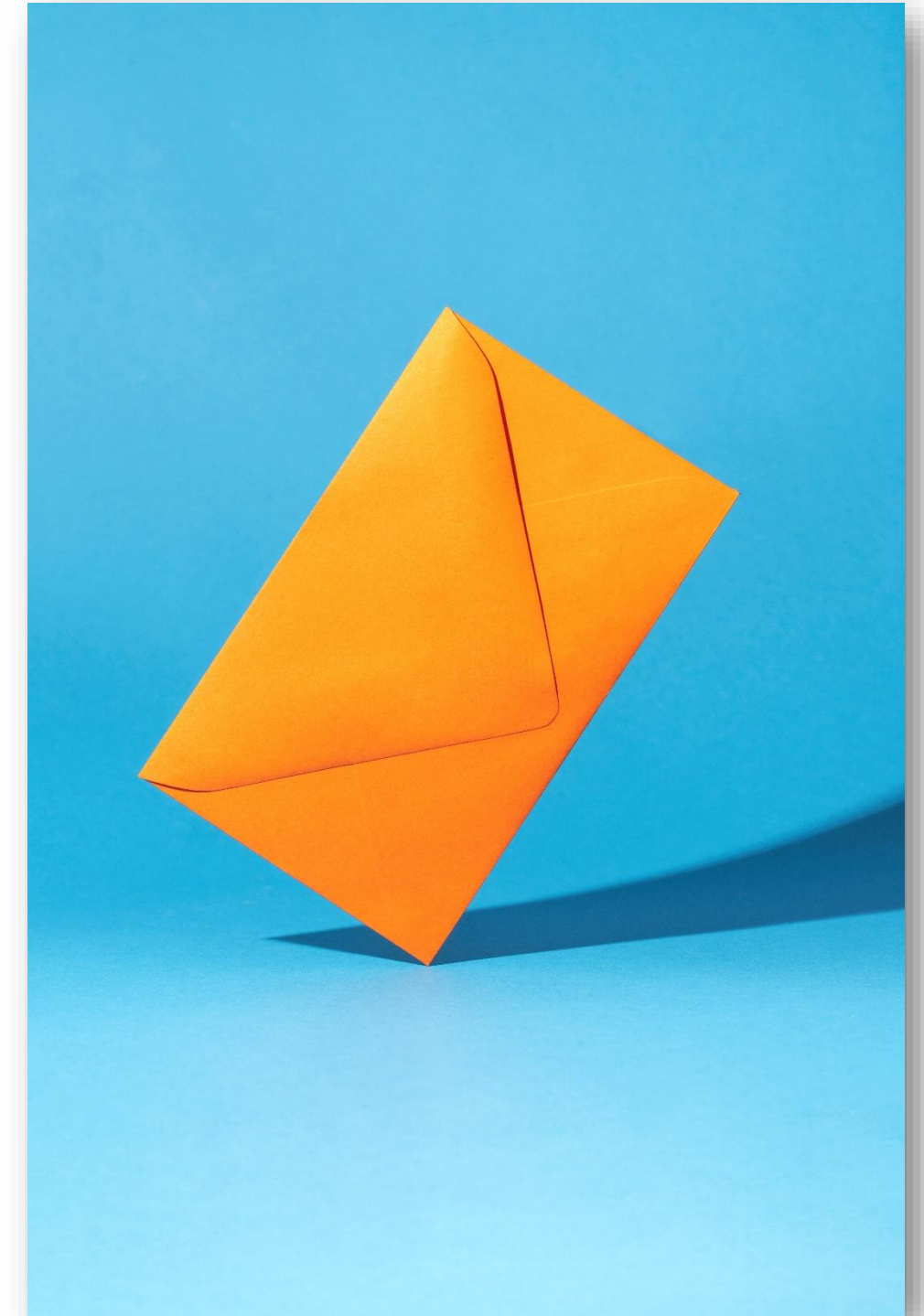


Major Industry Changes are ~~Coming~~ ... are here!

- Postage Rates
- USPS® network changes
- Employee's skillsets
- Mail volumes

It's time to
Do Something!

Because doing nothing — or the same, is simply too costly





Do Something!

5 Actions to Proactively Address Strategic Postal Changes

1

Reduce UAA Mail



Reduce undeliverable and returned mail to improve response rates. Avoid delayed mail delivery using address correction and deceased suppression data services.

2

Increase Mail Value with USPS® Promotions



Maximize mail value and offset postage rate increases by taking advantage of all available postal promotion.

3

Automate Your Mailing Workflow



Reduce manual efforts, backlogs, bottlenecks and overtime by automating postal workflows using rules-based processes and software.

4

Optimize Time Sensitive In-Home Mailings



Track and manage time-sensitive and in-home mailings, strategically leveraging USPS network changes and using a post-presort logistics planning solution.

5

Mitigate Mailer Scorecard Mishaps

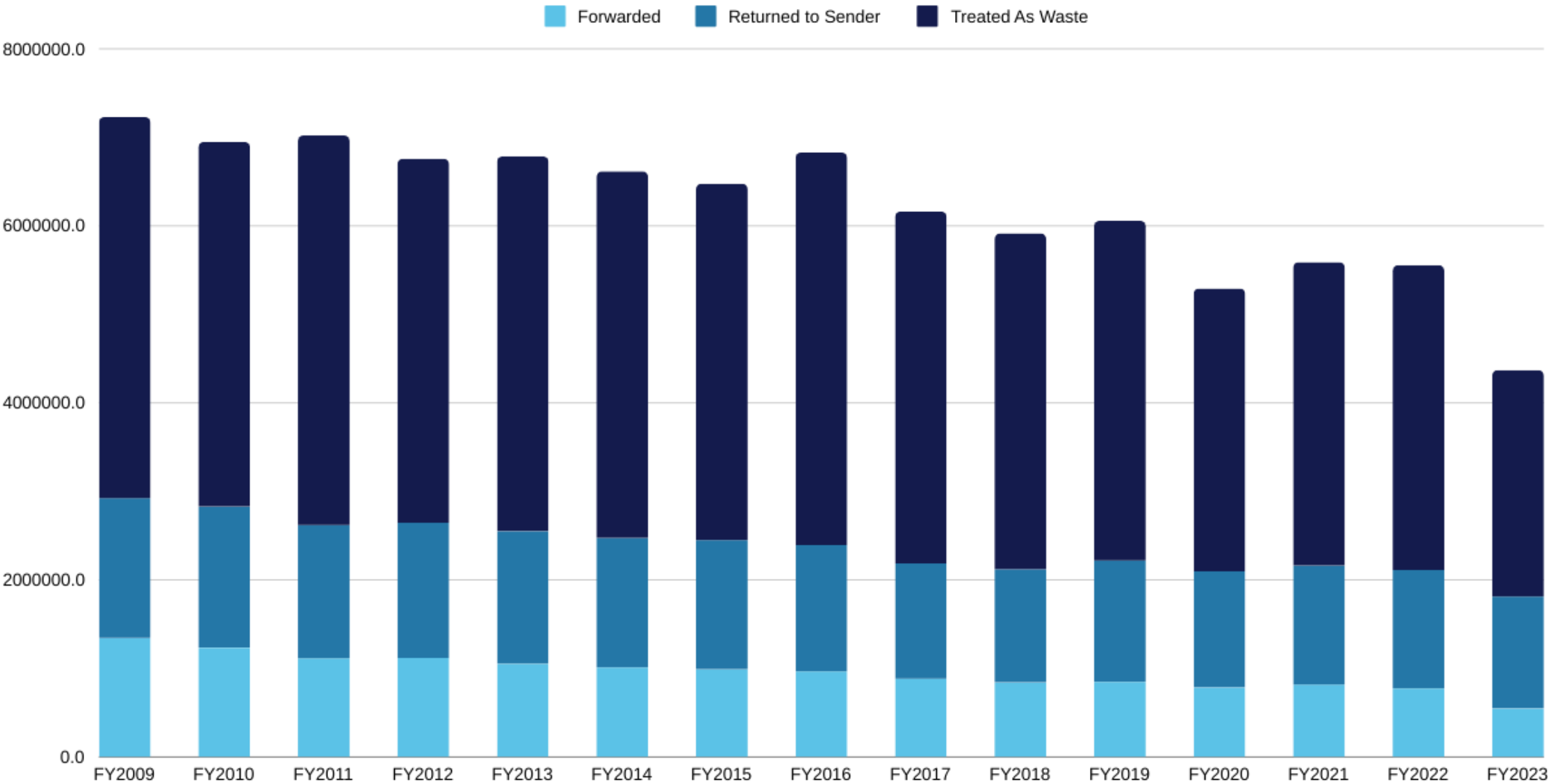


Proactively monitor mailer scorecard errors to avoid expensive penalties and mitigate assessments or issues.

5 Actions to Proactively Address Strategic Postal Changes

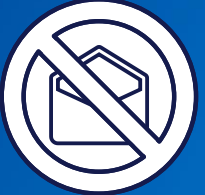
Undelivered As Addressed Mail Volume

Number of Mail Pieces (000's)



1

Reduce UAA Mail



Reduce undeliverable and returned mail to improve response rates. Avoid delayed mail delivery using address correction and deceased suppression data services.

- 5% or more of the addresses in a typical mailing list are wrong or outdated.
- 2.5 billion pieces of mail each year are treated as waste by the USPS®
- 1.2 billion pieces are returned to sender
- UAA is contributing to billions of dollars in excess postage and direct mail lost opportunities

Do Something! #1: **Good** Approach to Reduce UAA

- ◎ Use a USPS CASS-Certified solution to ensure complete and correct addresses
- ◎ CASS Cycle O has introduced new data to help reduce UAA
 - DNA = Door Not Accessible
 - NSL = No Secure Location
 - NDD = Non-Delivery Days
 - PO Box™ Throwback Table
 - No-Stat Reason Code Table
 - Secondary Information Required
 - LACS Only Table (DSF2®)

Do Something! #1: **Better** Approach to Reduce UAA

- Use NCOA^{Link} and a PCOA Service to ensure the address is current
- NCOA^{Link} uses USPS data for individual, family, and business permanent change of address filing
- PCOA uses industry data to assist with moves not filed with the USPS and can help with “chained moves”

EXAMPLE OF A CHAINED MOVE FOR JOHN SMITH:



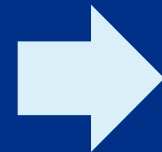
Do Something! #1: **Best** Approach to Reduce UAA

- Advanced Address Resolution Services (ARS) go beyond CASS

Transposed Primary Number Example

Input Address

John Smith
231 Main Street
Rochester NY 14623



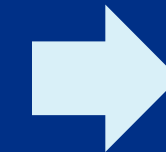
Corrected Address

John Smith
123 Main Street
Rochester NY 14623-3201

Secondary Address Information Example

Input Address

John Smith
123 Main Street
Rochester NY
14623-3201



Corrected Address

John Smith
123 Main Street Apt 10
Rochester NY 14623-3260

- Suppressing ineffective and insensitive addresses
 - Deceased suppression not only removes insensitive addresses, it also boosts your responses rates

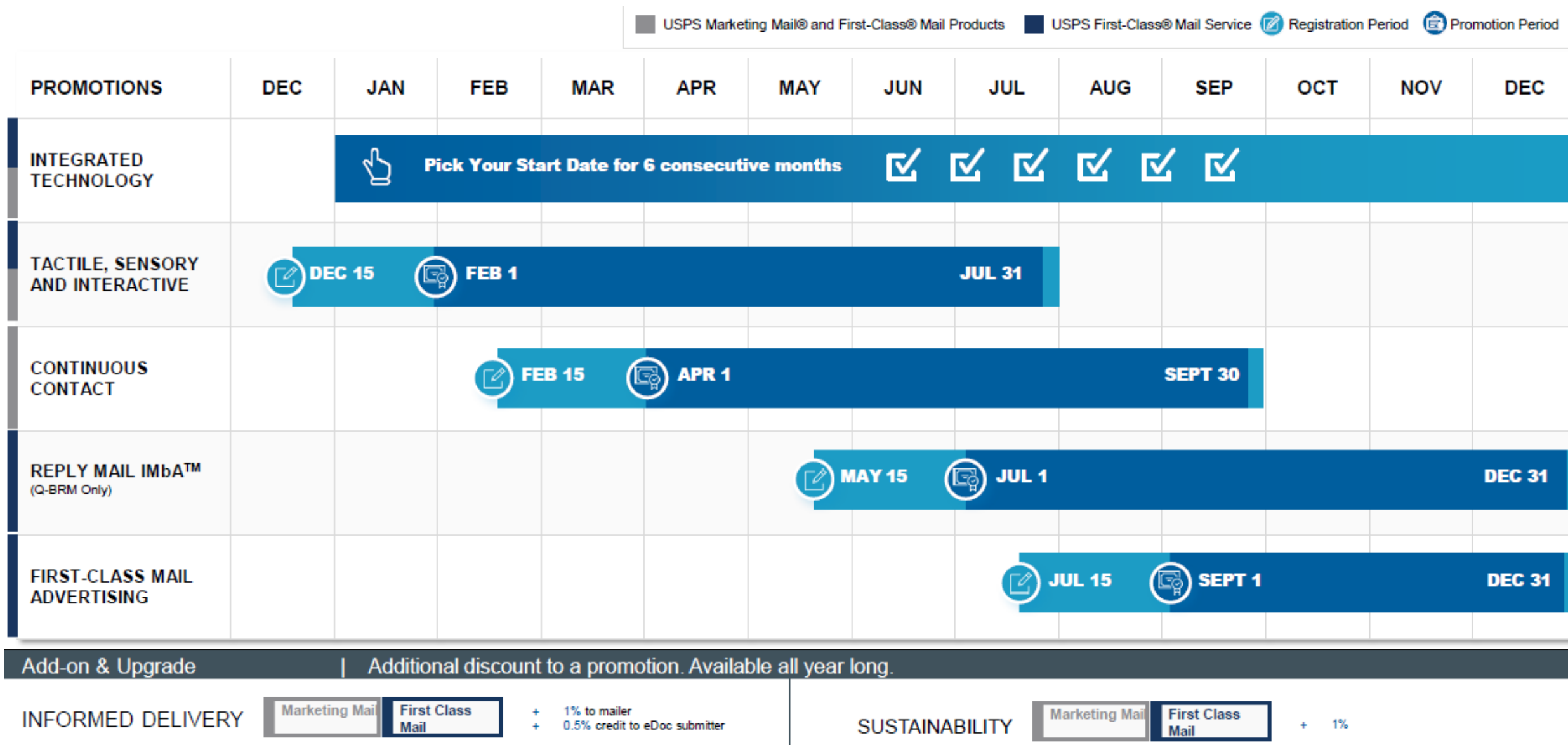
5 Actions to Proactively Address Strategic Postal Changes

Mitigate Postage Increases

2

Increase Mail Value with USPS® Promotions

Maximize mail value and offset postage rate increases by taking advantage of all available postal promotion.



Do Something! #2: **Good** Approach to Mitigate Price Increases

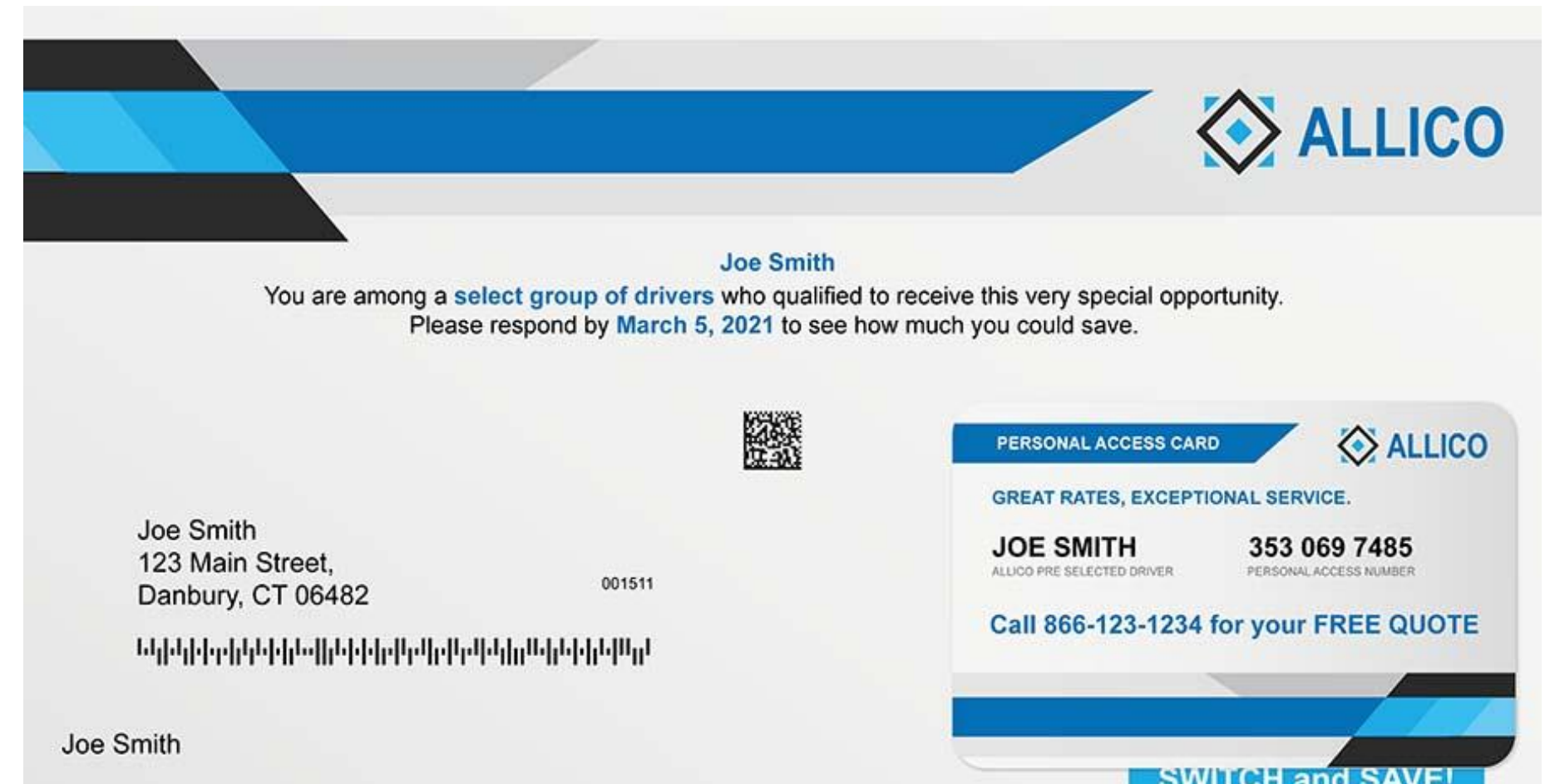
- ◎ Take advantage of voice assisted devices as part of the 2024 Emerging Technology / 2025 Integrated Technology promotion to earn a 3% discount
 - It could be as simple as adding this text to the mailpiece: *To find out more about our software and services, say 'Hey Google: go to BCCSoftware.com'*
- ◎ Print a QR Code® on the mailpiece that leads the user to a mobile enabled website from their smartphone device to earn a 3% discount
 - Note that this will change in 2025, so you may want to take advantage of this basic promotion in 2024 now!

Do Something! #2: **Better** Approach to Mitigate Price Increases

- ◎ Leverage the power of Informed Delivery for multichannel marketing possibilities
 - Over 60 million users of Informed Delivery can be part of your multichannel campaign
 - Simply upload a color replacement image of the mailpiece with a “ride along” and call to action to earn a 4% discount
 - If you are a mail service provider, you can also earn 0.5% as well!
- ◎ Note that in 2025, the Informed Delivery promotion will transition to a year-round add-on earning 1% on top of any base promotion

Do Something! #2: **Best** Approach to Mitigate Price Increases

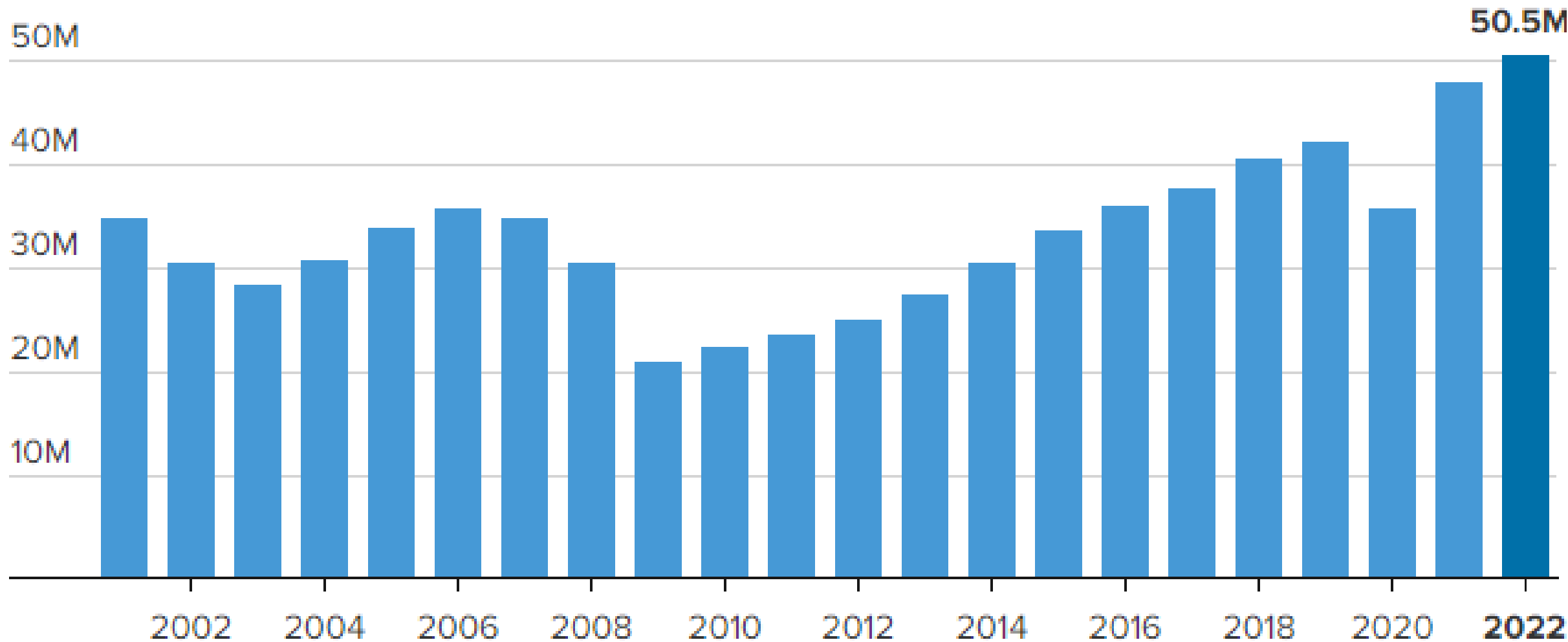
- Excite and delight the mail recipient with tactile and sensory mail pieces to earn 4% to 6% in promotion discounts
- In 2024, earn a 5% discount for clean release cards
- In 2025, earn a 4% discount **plus** earn 1% more if the base is made of recyclable paper, **plus** earn 1% more if you use Informed Delivery with it as well for a total of 6%!



5 Actions to Proactively Address Strategic Postal Changes

A record 50.5 million people in the U.S. quit their jobs in 2022

It was the second consecutive year of record-breaking quitting.



Source: CNBC

3

Automate Your Mailing Workflow



Reduce manual efforts, backlogs, bottlenecks and overtime by automating postal workflows using rules-based processes and software.

- Attrition of key employees can cripple your business
- Presorting has a steep learning curve
- Manual processes can be time consuming and inhibit growth to your business
- It's time to level up your mailing workflow with an automated approach.

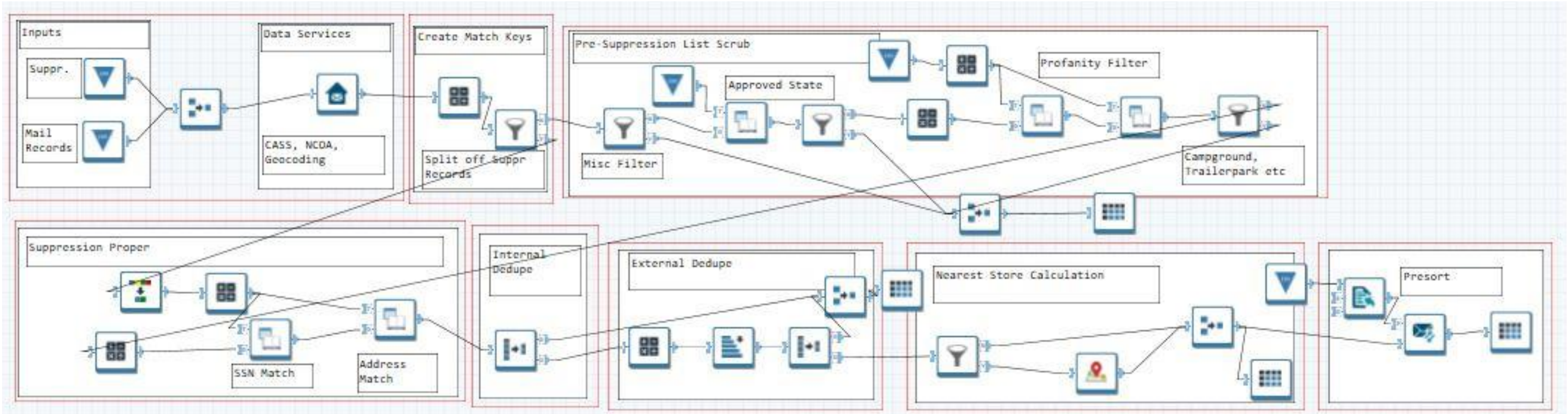
Do Something! #3: Good Approach to Automate Your Mailing Workflows

- Adding a scripting tool to your workflow enables basic automation
- Repetitive tasks such as keystrokes and mouse clicks can be recorded and then played back again
- Easily batch print presort documentation saving time by turning many print jobs into a single automated task
- Advanced scripting can prompt the user for only key variables such as piece weight, which reduces the possibility of mistakes

Do Something! #3: **Better** Approach to Automate Your Mailing Workflows

- ◎ Create a hot folder and use an automated job manager tool to automatically run a predefined script for processing files based on their type or name extension
 - Address lists can be cleansed and uploaded for NCOALink processing
 - Presorting can be performed based on a parameter file of settings specific to a file extension such as FCM, MM, or PER
 - Reports can be emailed or printed based on the name (i.e. PDF, XML)
- ◎ Hot folders can enable a Web to Print solution where customers can upload their address list along with presort parameters and the entire process can be sorted, printed, and containerized for automated output

Do Something! #3: **Best** Approach to Automate Your Mailing Workflows



A data visualization tool can accelerate the learning curve of mail preparation and allows for an extensible automated solution

5 Actions to Proactively Address Strategic Postal Changes



4

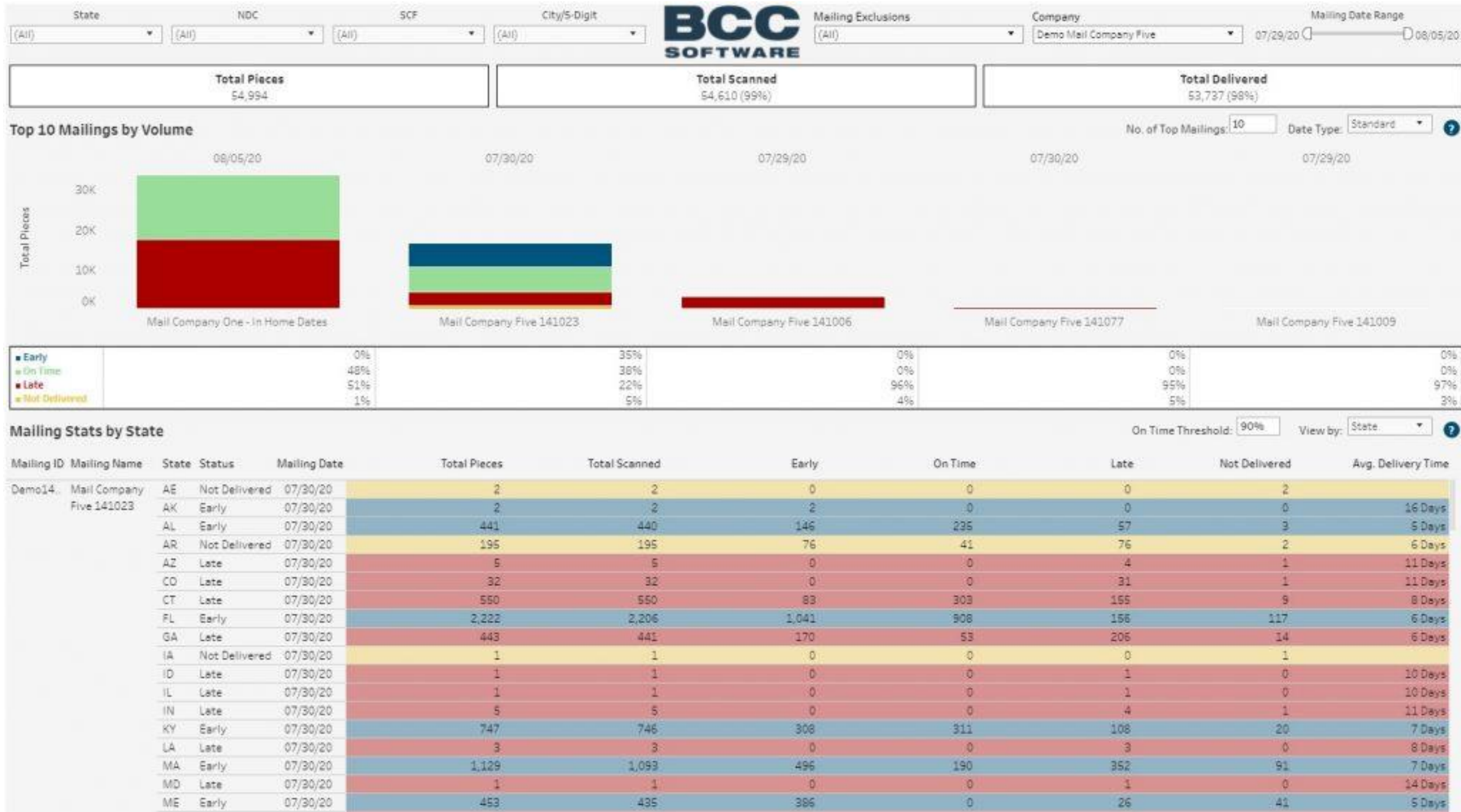
Optimize Time Sensitive In-Home Mailings



Track and manage time-sensitive and in-home mailings, strategically leveraging USPS network changes and using a post-presort logistics planning solution.

- Delivering For America is dramatically changing the USPS delivery network
- Your time sensitive mailings will be impacted

Do Something! #4: Good – Track Mailpieces



Accountability

- Know when the USPS has possession of the mailpiece

Visibility

- Identify where the piece is at on its outbound journey

Predictability

- Determine when the piece will arrive in-home

Do Something! #4: Better – Destination Enter Mailings

Regional Processing and Distribution Center (RPD C)



- All outgoing operations
- Destinating Parcels to the 5 digit
- Cross dock destinating 3-digit letters and flats

Local Processing Center (LPC)



- Letters and Flats to DPS or carrier route
- Cross dock 5-digit parcels

Sort and Deliver Center (SDC)



- Parcels to Carrier Route

Delivery Unit (DU)



- Destinating Entry

Destination entry discounts offset the 3rd party freight costs and allow more control for time sensitive in-home delivery. In July, DSCF discounts will decrease by \$8 per thousand, so you need to prepare now.

Do Something! #4: Best – Leverage Mail.dat®

The screenshot displays the 'Advanced Navigator' software interface. At the top, it shows 'AWAM Service is active, last import was started at 12/28/2022 - 03:39:12PM'. The main area is divided into several sections:

- Job Information:** JOB ID: 00001428, Job Number: TEST, Job Name: TEST WB BCC, Historical Job ID: RDTEST1. Presentation Category: P - Conventional Presort, Full Service: 100.0% FS, Standard Letter, Status: Open.
- Summary:** Total Pieces: 1,802,647, P1 Pieces Mailed: 0, P1 Pieces Paid: 0%, Pieces Spoiled: 0, Remaining: 1,802,647 (100.0%).
- Mailing Date:** 01/03/2023, Piece Weight(lbs): 0.0317.
- USPS Promotion / Fee:** Incentive: Informed Delivery Campaign, Fee: None, Content: Political Mail.
- eDoc Sender CRID:** HDR/SEG: 14350694.
- Trays, Sacks & Pallets:** Trays, Mother Pallets.
- Category:** 14350694 / Prod, eInduction Pallet Count: 99.
- Destination Facility Types:** A table showing SCF Origin with 1,802,430 pieces.
- Buttons:** Check for Pending Actions, Qualification View, AWAM Post-Import process, Import Siblings, Scan IMTL Codes, Export To Tagger, Analyzer, Generate Siblings, Apply Mass Update, Convert Job To Logical, Palletize, MID/CRID Logging, Manifest View.
- Bottom Bar:** Validation Info, Enhanced Qual Report, Quick 8125/8017 Report, Rate Summary Report, Release Mail, PostalOne! Releases, View Statements.

- Mail.dat® is the electronic representation of the physical mailing. Think of it as mailing metadata.
- A post-sort solution facilitates uploading data to PostalOne.
- With a post-sort solution, you can easily update piece weight, merge containers, and manage mail induction, and accurately report spoilage.

5 Actions to Proactively Address Strategic Postal Changes

5

Mitigate Mailer Scorecard Mishaps



Proactively monitor mailer scorecard errors to avoid expensive penalties and mitigate assessments or issues.

Electronic Verification Tab

Volume Data
Container, handling unit, and piece count provided in eDoc

Full-Service Verifications
Results of verifications performed on information provided in Full-Service eDoc for compliance

Move Update Verifications
Results of census-based Move Update verifications for compliance

Other Electronic Verification Metrics
Additional program validations that are information only

MARCH 2020

Mailer Scorecard UNITED STATES POSTAL SERVICE® Execution Time: 4/6/2018 2:11:13 PM

Verifications: eInduction Seamless SPM Exclusions

Electronic Verification

eDoc Submitter	Total	94770902 AIRCRAFT ASSEMBLY	94770899 ALARH IHC	94818084 CATSASP2	94770901 FS Inv test	94770876 Seamless Test 1
# Containers processed for eDoc validations	25	N/A	19	---	---	6
# Handling Units processed for eDoc validations	263	N/A	29	---	---	234
# Bundles processed for eDoc validations	1,185	N/A	771	---	---	414
# Pieces processed for eDoc validations	15,248	N/A	3,696	---	---	11,552
# Full-Service Containers processed for eDoc validations	25	N/A	19	---	---	6
# Full-Service Handling Units processed for eDoc validations	199	N/A	29	---	---	170
# Full-Service Orphan Handling Units processed for eDoc validation	109	N/A	29	---	---	80
# Full-Service Pieces processed for eDoc validations	14,172	N/A	3,696	N/A	N/A	10,476
Full-Service Verifications						
# MID Container Errors	---	N/A	---	N/A	N/A	---
# Containers with MID Errors	---	N/A	---	N/A	N/A	---
# MID HU Errors	31	N/A	29	N/A	N/A	2
# HUs with MID Errors	68	N/A	29	N/A	N/A	2
# MID Piece Errors	---	N/A	---	N/A	N/A	---
# Pieces with MID Errors	---	N/A	---	N/A	N/A	---
# STID Errors	6,362	N/A	3,696	N/A	N/A	2,666
# Pieces with STID Errors	6,385	N/A	3,696	N/A	N/A	2,666
# By/For Errors	22,604	N/A	---	N/A	N/A	22,604
# Pieces with By/For Errors	9,650	N/A	---	N/A	N/A	9,650
# Barcode Uniqueness Container Errors	---	N/A	---	N/A	N/A	---
# Containers with Barcode Uniqueness Errors	---	N/A	---	N/A	N/A	---
# Barcode Uniqueness HU Errors	160	N/A	---	N/A	N/A	160
# HUs with Barcode Uniqueness Errors	80	N/A	---	N/A	N/A	80
# Barcode Uniqueness Piece Errors	4,379	N/A	---	N/A	N/A	4,379
# Pieces with Barcode Uniqueness Errors	3,441	N/A	---	N/A	N/A	3,441
# Entry Facility Container Errors	1	N/A	1	N/A	N/A	---
# Containers with Entry Facility Errors	1	N/A	1	N/A	N/A	---
# Entry Facility HU Errors	80	N/A	---	N/A	N/A	80
# HUs with Entry Facility Errors	80	N/A	---	N/A	N/A	80
# Unlinked Copal Tray Errors	---	N/A	---	N/A	N/A	---
# HUs with Unlinked Copal Errors	---	N/A	---	N/A	N/A	---
# Unlinked Copal Bundle Warnings	---	N/A	---	N/A	N/A	---
Total Additional Postage Due (Full-Service Electronic) - Info Only	\$36.68	N/A	\$3.62	N/A	N/A	\$25.65
# Early Scheduled Ship Date Warnings	N/A	N/A	N/A	N/A	N/A	N/A
# DBU Verified USPS Transported Containers	---	N/A	---	N/A	N/A	---
# Default Tray Barcode Warnings	---	N/A	---	N/A	N/A	---
# Unlinked Copal Tray Warnings	---	N/A	---	N/A	N/A	---
# Unlinked Copal Bundle Warnings	---	N/A	---	N/A	N/A	---
Move/Update Verifications						
Type of Move/Update verification	N/A	N/A	Manual	Manual	Manual	Manual
# Move/Update Eligible Pieces - FCM & MKT	13,017	N/A	---	---	2,540	10,477
# Move/Update Eligible Pieces - Periodicals	---	N/A	---	---	---	---
# ACS Requested STID Pieces	12,540	N/A	3,686	---	---	8,854
# Green & Secure Requested STID Pieces	7,203	N/A	---	---	---	7,203
# COA Errors - FCM & MKT	10	N/A	N/A	N/A	N/A	10
# Green & Secure COA Warnings - FCM & MKT	90	N/A	---	---	---	90
# COA Warnings - Periodicals	N/A	N/A	---	---	---	N/A
# UAA Warnings - FCM, MKT, & Periodicals	35	N/A	---	---	---	35
Total Additional Postage Due (Move/Update) - Info Only	---	N/A	N/A	N/A	N/A	---
Entry Point Validations - Info Only						
# eDoc/Appointment Entry Point Mismatch	---	N/A	---	N/A	N/A	---
# No Valid MDF Match	---	N/A	---	N/A	N/A	---
# Out of Date MDF Match	---	N/A	---	N/A	N/A	---
eDoc Nesting/Sortation Validations - Info Only						
# CSA Container Errors	---	N/A	---	N/A	N/A	---
# Minimum Piece Count/Weight Bundle Errors	---	N/A	---	N/A	N/A	---
# Rate Category Bundle Errors	---	N/A	---	N/A	N/A	---
# Destination ZIP Code HU Errors	---	N/A	---	N/A	N/A	---
# Depth of Sort HU Errors	---	N/A	---	N/A	N/A	---
# Minimum Piece Count/Weight HU Errors	---	N/A	---	N/A	N/A	---
# Overflow HU Errors	---	N/A	---	N/A	N/A	---

Do Something! #5: Good – Review your Scorecard Regularly

Drilling down to investigate an error:

1. Right-click on the eDoc Submitter name or Customer Registration ID (CRID)
2. Click “Drill”
3. Click “View Error Details by Error Type”

The screenshot shows the 'Mailer Scorecard' for March 2020. The interface includes a header with the USPS logo and 'UNITED STATES POSTAL SERVICE®' and 'Execution Time: 4/6/2018 1:52:15 PM'. Below the header are tabs for 'Mailer Profile', 'Electronic Verification', 'eInduction', 'Seamless', and 'SPM Exclusions'. A red banner indicates 'Data displayed for a Seamless Parallel or non-Seamless CRID is informational only'. A table shows various metrics, with a 'Drill' button highlighted in a red box and labeled '2'. A context menu is open over the 'Drill' button, listing various reports. The 'View Error Details by Error Type' report is highlighted in a red box and labeled '3'. A callout box explains that right-clicking on the name or CRID with the blue hyperlink allows running different reports. Another callout box notes that left-clicking takes the user directly to the first report listed: 'View Error Details by Error Type'.

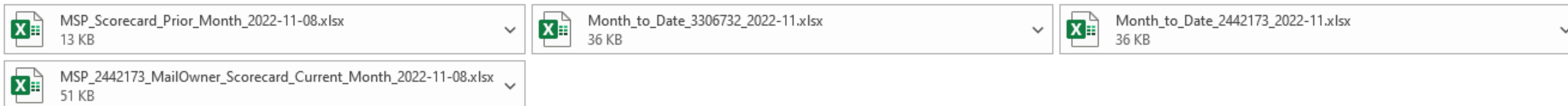
1 Right clicking on the name or CRID with the blue hyperlink allows you to run different reports

2

3

NOTE: Left clicking takes you directly to the first report listed: View Error Details by Error Type

Do Something! #5: Better – Use a Monitoring Solution



From: YourScore
Sent: Tuesday, November 8, 2022, 2:53 PM
To: Jane Smith <jsmith@bccsoftware.com>
Subject: Mailer Scorecards for BCC Software, 11/08/22



Today's YourScore™ Platinum Mailer Scorecard reports are attached, as requested when you registered for this service.

Today's Scorecard Results

Provides your (Mail Service Provider) overall scorecard results.



Scorecard warnings were found
for CRID 2442173 – BCC Software:

% Undocumented Pieces 0.26% nearly > 0.30% (1353 errors)

Do Something! #5: **Best** – Enroll in Seamless Acceptance

- ⦿ Seamless Acceptance allows the USPS and mailers to answer 3 key questions by comparing information submitted in the electronic postage statement to mailpiece characteristic data obtained during mail processing.
 - Have all pieces been paid for
 - Have all of the pieces been paid for correctly?
 - Is the mailing prepared correctly?
- ⦿ Seamless Acceptance can earn you \$2 per thousand pieces with the July 2024 price change and can facilitate mail acceptance

It's time to **Do Something!**
The USPS has their plan,
now you need one too.
Let's align to DFA — and
make every mailpiece count!

Download the *Do Something!* guide to keep yourself on track!
bccsoftware.com/do-something/

Do Something!

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- 2 Increase Mail Value with USPS Promotions**
Maximize mail value and offset postage rate increases by taking advantage of all available postal promotion.
- 3 Automate Your Mailing Workflow**
Reduce manual efforts, backlogs, bottlenecks and overtime by automating postal workflows using rules-based processes and software.
- 4 Optimize Time Sensitive In-Home Mailings**
Track and manage time-sensitive and in-home mailings, strategically leveraging USPS network changes and using a post-presort logistics planning solution.
- 5 Mitigate Mailer Scorecard Mishaps**
Proactively monitor mailer scorecard errors to avoid expensive penalties and mitigate assessments or issues.

BCC SOFTWARE
The DFA plan is the USPS response to do something to ensure future growth. You can proactively address these strategic postal changes by using BCC Software's roadmap of five "Do Something" actions. Learn more at: bccsoftware.com/do-something/.

Chris Lien

EVP Postal Affairs, BCC Software

ChrisL@bccsoftware.com

585.698.9891

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The logo for BCC Software, featuring the letters 'BCC' in a large, bold, blue sans-serif font, with the word 'SOFTWARE' in a smaller, bold, blue sans-serif font directly below it. A thin horizontal line is positioned between 'SOFTWARE' and the tagline below.

BCC
SOFTWARE

A BLUECREST COMPANY

Questions?