

Western Area Focus Group- Meeting Notes January 29th, 2013

First hour of the Focus group was devoted to face to face meetings by customers with WA Senior Leadership. All District Managers were present. Representing the Western Area were the Area Vice-President, Manager, Operations Support, Marketing, Manager and Manager, Small Business Development. Present also were the Western Area Industry Co-Chair, the national Postal Co-Chair and Headquarter Sales. Concurrently with the face to face meetings were consultation tables staffed with Subject Matter Experts in Sales and 2013 promotions, Mailpiece Design, Business Service Network, Business Mail Acceptance and Price Change and Business Development. Tables were busy and many customers took advantage of Senior Leadership to introduce themselves and connect a name and a face with an area of geographical responsibility.

John DiPeri, Arizona District Manager and Debbie Persico, Manager Marketing – Western Area, provided welcomes and introductions and set the over all tone for the meeting.

Drew Aliperto, Area Vice-President – Western Area in his address to the audience, explained the importance of providing great customer service and highlighted that this team of district leaders continued to communicate this to all employees. The main talking points of his comments were the overarching strategies of the Western Area for success. Service up, costs down, developing people, growing our business and managing our complement – strategies, that if implemented successfully would work to the mutual benefit of all present.

Shaun Mossman, Manager Operations Support – Western Area provided an overview power point presentation* on SPM (Service Performance Measurement) by type of mail, many of which the Western Area is ranked 1st or 2nd through Quarter 1 and YTD. As part of the presentation, Debbie Persico co-presented and noted to attendees the data being used was also available via RIBBs and provided directions where the information could be found.

Erv Drewek, Manager of Postal Affairs, Brown Printing Company, as the Western Area Focus Group Industry Co-chair gave a presentation update on the Mailers Technical Advisory Committee, MTAC. Erv gave a quick overview of the composition and structure of the committee, including present members. Erv was able to provide timely updates on Operations, Finance, and Postal Reform, before concluding with Sustainability efforts and partnerships.

Ken Penland, Program Manager, Business Mailer Support, HQ provided updates on the following:

Full Service Tech Credits – In his comments Ken gave an in depth explanation of the background, eligibility criteria, restrictions and notification process and noted the current approval status of Tech Credits.

Mail Anywhere / Pay Anywhere – Ken juxtaposed the current requirements for customers mailing at multiple sites and then proceeded to walk the audience through the Mail Anywhere/Pay Anywhere model. He further discussed eligibility requirements, applicability to types of mail and methods of submission. His message overall stressed the ease of use and value-added aspects of MA/PA.

Intelligent Mail – Ken’s next module was on Intelligent Mail, beginning with a brief discussion of the January 2013 retirement of the POSTNET barcode’s automation discount eligibility. Ken broke down the data fields in a barcode and went on to explain the IMb Service Options of Basic and Full-Service. Ken noted the added value of visibility to the customer along with the streamlining of the complex mail acceptance process.

Ken covered both eInduction and Seamless Acceptance in somewhat the same discussion, but explained them separately to the audience. Ken noted the benefits to both customers and the USPS of combining of technology to allow for electronic submission of a mailing statement, cross-checking in systems to validate payment and scanning to ensure the mail being handed over by the customer is verified and headed to the right destination. He discussed the status of on-going pilot sites in the nation that are running parallel validation against current practices and will help bring a finished product to market. In summation, he concluded with the vision of what Seamless Acceptance will become.

Ken broke up his presentation by each agenda item, thus allowing time for audience questions, which worked very well.

Laurie Timmons, National Postal Co-Chair and Manager, Marketing, Northeast Area provided an update on the National Postal Forum to be held in San Francisco, March 17-20th. Included in her remarks were a description of the various events and where they were being held, their on-site location, and the Officer dignitaries in attendance. Laurie also highlighted the Area Focus Group meetings that will be held on Sunday and invited all to attend.

Debbie Persico concluded the general session with closing remarks.

All power points posted to Focus Group blueshare.