



## PCC INSIDER

USPS Postal Customer Council

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July 2013



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## CHANGING PRIORITIES

Significant changes are coming July 28 to the Postal Service's expedited product lineup.

Express Mail will get a new name, and insurance will be included on domestic Priority Mail shipments. Also, expedited shipping labels, retail receipts and Track and Confirm at [usps.com](#) will indicate day-specific delivery information. Finally, USPS will debut redesigned packaging.

The strategy behind these changes — the most significant in the past three decades — is to meet customer requirements, stay competitive, leverage improved scanning and tracking technology and build the package business. USPS also wants to help mailers increase their use of Priority Mail as a reliable, cost effective mailing and shipping alternative. "We're building on our powerhouse Priority Mail brand," says Chief Marketing and Sales Officer Nagisa Manabe.

Here are highlights of the July 28 changes:

- **Express Mail will have a new name — "Priority Mail Express."** All characteristics of the current domestic Express Mail service will remain the same after the name change.
- Express Mail International will be renamed "Priority Mail Express International," and Express Mail Corporate Accounts will be called "USPS Corporate Accounts."
- Insurance will be included — at no additional charge — with most Priority Mail pieces. Retail and commercial customers will receive \$50 and \$100 coverage respectively.
- Expedited shipping labels, retail receipts and Track and Confirm at [usps.com](#) will include day-specific delivery information — 1-Day, 2-Day, 3-Day, Military or DPO.
- Expedited packaging supplies will get a new look.

The new Priority Mail brand delivers an enriched and reliable delivery experience for mailers small and large at significant value. The new and expedited product lineup offers a smarter way to ship more reliably and with greater transparency for customers. "We're making some changes in our products, but our goal remains the same," said Manabe. "We want to be America's shipper of choice."

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## MAIL SERVICE UPDATES SITE RENAMED USPS SERVICE ALERTS

Mail Service Updates on [usps.com](#) has a new look and a new name — [USPS Service Alerts](#).

The name change reflects current industry practices by listing the near real-time information USPS communicates about postal facility service changes due to weather, natural disasters or other events.

The page has been organized to give consumers and business mailers more complete, timely information.

The upgraded page provides commercial mailers with more detailed information on the operating status of mail processing facilities and delivery units, allowing better planning of drop shipments and other operational activities. Other improvements include a new section for residential customers.

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## CIO BURGOYNE AND INTELLIGENT MAIL

USPS is working toward a January deadline for real-time tracking of every piece of mail it handles.

"We process more than a half-billion pieces of mail every day," Chief Information Officer Ellis Burgoyne said during an appearance on [CIO Talk Radio](#), broadcast globally by Voice of America Business Radio. "Think about the challenge of that."

Burgoyne said as mail is processed, information is captured through the Intelligent Mail barcode (IMb).

"We've already seen significant improvements in costs and service," Burgoyne said. "By improving logistics and by monitoring service, we're able to generate better customer value."

Burgoyne says the IMb has to be used on all mail and packages processed by the Postal Service come January. "That gives us a great opportunity to look at new opportunities for revenue, be better able to look at logistics and how we can improve costs in this area, and — most important — improve service," he said.

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## NEW ADDRESS CORRECTION SERVICES

As part of its new service changes taking effect July 28, USPS will introduce new versions of its Address Correction Service (ACS).

The new services offer mailers options to more effectively manage Undeliverable As Addressed (UAA) mail. The common feature of these additional services is that an ACS record will be provided for returned items. The new services include:

- First-Class Mail: Return Service Requested Option 2 and Temp-Return Service Requested Option 2.
- Standard Mail: Address Service Requested Option 2 and Return Service Requested Option 2.
- Bound Printed Matter: Address Service Requested Option 2 and Return Service Requested Option 2

These new services are available for all ACS formats.

[Click here](#) for more information. This document also provides advance information on the next phase, effective January 2014, which further improves mailing flexibility by expanding the Service Type Identifier (STID) table so each existing service option will have its own STID.

[Click here](#) to view the expanded STID table.

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## BEST PRACTICES — CONNECTING WITH PCC MEMBERS

Deputy Postmaster General Ron Stroman and Eastern Area Postal Service leaders were featured speakers at a meeting of the Greater Philadelphia PCC. They focused on themes of partnerships, togetherness and the value of solid networking.

More than 100 attendees, including PCC members from Philadelphia, Delaware, southern New Jersey and southeastern Pennsylvania, listened to remarks from Stroman and Eastern Area VP Joshua Colin.

"Everyone in this room is tied to the Postal Service," Stroman told the audience. "You have a stake in our viability."

Colin highlighted the strong service performance of the region. "I'm proud that so far this year, our Business Service Network scores in Philadelphia and South Jersey all have been excellent or very good," Colin said. "We'll continue to work hard to make them all excellent."

USPS South Jersey District Manager Mark Anderson and Philadelphia Metro District Manager Chu Faling-Star also joined in the meeting's question-and-answer period.

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PCC Week 2013 — Sept. 16-20, 2013

## INFO@USPS

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National PCC Network: [usps.com/pcc](http://usps.com/pcc)

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