It's Time for Intelligent Mail®:
Overview and Value of Intelligent Mail®

Presented by:

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Agenda

- **Introduction to Intelligent Mail®**

- Options and Benefits

    – Basic

    – Full-Service

    – OneCode Confirm®

- Resources

Intelligent Mail® - Defined

What is Intelligent Mail®?

- Intelligent Mail® is the technology platform for the next generation of postal services, features and products.

- Mailers and the Postal Service will place an information rich code on all individual mailpieces, aggregates of mail, and business forms enabling end-to-end visibility into the mailstream.

- This will create actionable information about mail for marketing, financial and operational environments.

Intelligent Mail® - Defined

What is Intelligent Mail®?

- New suite of barcodes applied to mailpieces, trays, sacks and containers such as pallets.

- The Intelligent Mail barcodes enable:

  - End-to-end mailpiece tracking

  - Mailer quality feedback

  - Mail service measurement

  - Smarter use of mail

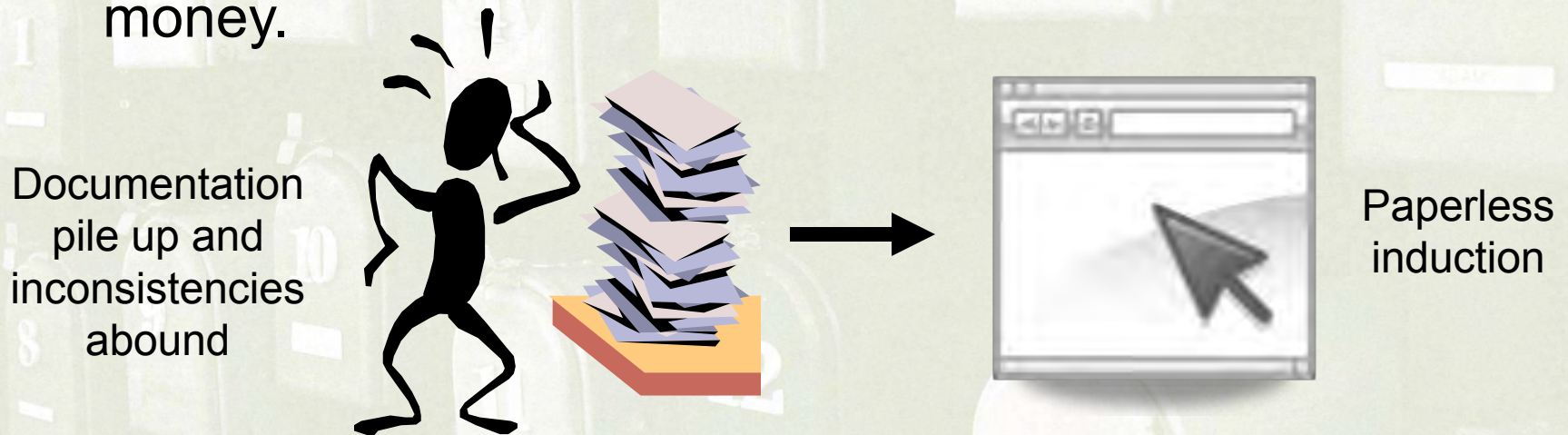# Intelligent Mail® Barcode

- Information contained in the Intelligent Mail barcode for letters, cards and flats:

  - Barcode ID

  - Service Type ID

  - Mailer ID

  - Serial Number

  - Routing Code

Development of Postage Statements

- Today, some mailers submit complex, labor intensive, hardcopy postage statements and mailing information. This is costly in terms of both time and money.
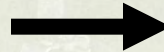
Documentation pile up and inconsistencies abound

Paperless induction

- With Intelligent Mail®, the postage statements and other mailing information can be prepared **automatically** through electronic documentation, leading to paperless induction. This eliminates labor-intensive manual work.

Verification of Mail Drop

- Today, mailers are unsure when mail is accepted into the mailstream resulting in uncertainty of the expected delivery date.
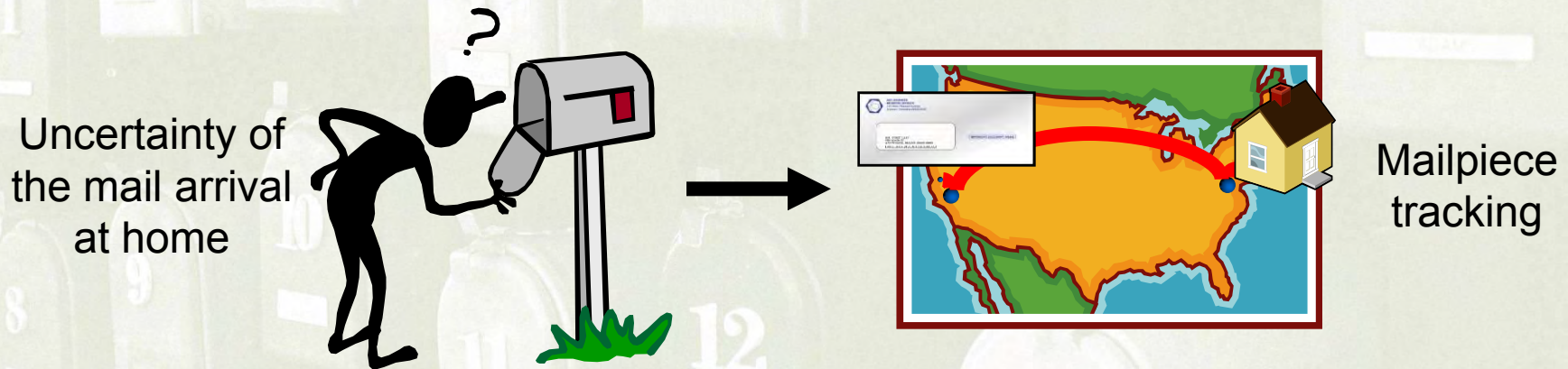
Uncertainty of the mail drop

Acceptance notification

- With Intelligent Mail®, the details of drop location, date and time are available to mailers in near real-time. This helps customers better assess the effectiveness of marketing and sales efforts.

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Validation During Processing

- Today, mailers lose visibility of their mail once it's accepted into the mailstream resulting in uncertainty of mail arrival in home.

Uncertainty of the mail arrival at home

Mailpiece tracking

- With Intelligent Mail®, mailers have the option of tracking mailpieces up to final processing for delivery! This provides true mail intelligence.

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Basic Option

- What is the Basic Option?

  - Applies the Intelligent Mail® barcode on letter and flat mailpieces

  The barcode includes:

  - Barcode ID with Optional Endorsement Line

  - Service Type ID

  - Mailer ID

  - Delivery Point ZIP™ Code

Basic Option

- Why use the Basic Option?

  – Simplest Intelligent Mail® Option to implement

  – Requires use of Intelligent Mail® barcode

  – Opens the door to benefits of Intelligent Mail®

- Who should opt for the Basic Option? Mailers who:

  – Want to take advantage of innovation delivered through the new barcode
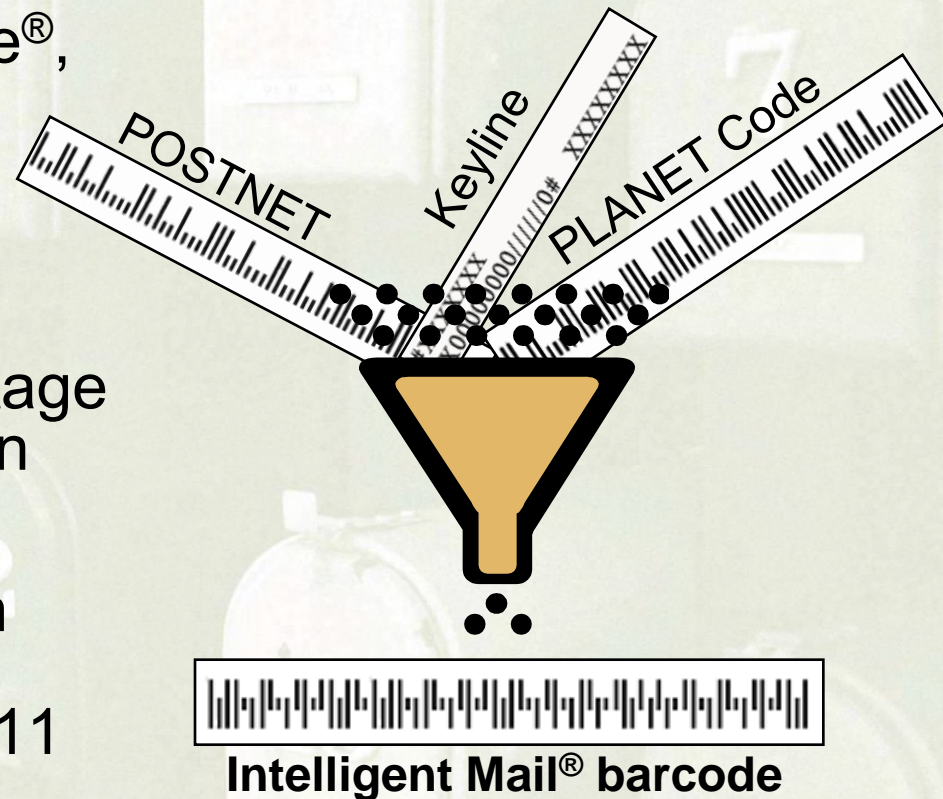
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Benefits of the Basic Option

✓ Increased marketing space on the mailpiece

✓ Well-positioned to move up to Full-Service down the road

✓ Ensures compliance with POSTNET™ retirement

✓ OneCode ACS® cost is less than traditional ACS

Benefits of the Basic Option

- Use of the Intelligent Mail® barcode in place of a POSTNET™, PLANET Code®, and Keyline results in a cleaner mailpiece with more space for marketing messaging

- Positions you to take advantage of Full-Service features down the road

- By going to the Basic Option today, you'll already be in compliance with the May 2011 requirement for use of the Intelligent Mail® barcode to obtain automation pricing

POSTNET

Keyline

PLANET Code

Intelligent Mail® barcode

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Full-Service Option

- What is the Full-Service Option?

  – Adds a unique serial number to each mailpiece with the Intelligent Mail® barcode

  – Unique Intelligent Mail® Tray barcodes

  – Unique Intelligent Mail® Container barcodes

  – Electronic Mailing Documentation

Full-Service Option

- Why use the Full-Service Option?

  - Gives mailers key insight into their mail

    - Scheduled appointments

    - Address Change Service

    - Start-the-Clock

- Who should opt for the Full-Service Option?

  - Mailers who want to begin taking advantage of added mailstream visibility

  - Mailers who want to manage their mailing costs and quality

Benefits of the Full-Service Option

✔ Streamlines the end-to-end mailing process increasing supply chain efficiency

✔ Automatic electronic address correction notification

✔ Increased marketing space on the mailpiece

✔ Compliance with POSTNET™ retirement

Supply Chain Efficiency: Information Management

- Moving to an electronic, paperless entry environment allows mailers to:

  - Automate hardcopy paperwork

  - Efficiently manage information flow throughout the entire mail value chain

  - Access and use timely verification and quality information

Supply Chain Efficiency:
Proof of Mailing

- Intelligent Mail® Container labels include barcodes

- Container scans validate the location, date and time when mail is inducted into the mailstream, which…

  – Increases supply chain accountability

  – Enables mail service measurement

Address Correction Service

- With Full-Service, mailers receive corrections to inaccurate addresses

- Address Correction Service combats Undeliverable-As-Addressed mail

- Improves overall address quality program and knowledge of customer-base

- Improved mail quality ensures…

  - ✓ The right messages reach
  - ✓ The right customers at
  - ✓ The right time!

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OneCode Confirm®

- What is OneCode Confirm®?

  – OneCode Confirm® allows mailers total visibility into their mail

  – Requires Basic Option or Full-Service Option and selection of OneCode Confirm

- Who should opt for OneCode Confirm?

  – Mailers who want to take advantage of the full range of benefits available from Intelligent Mail®

OneCode Confirm® Service

VISIBILITY

Mail tracking service:

- Documents mailpiece movement through the postal network

- Can be used to predict delivery

- Also for outgoing or incoming reply mail

Improvement over current PLANET Code:

- Second barcode not needed

- Greater number of uniquely identified mailpieces

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Benefits of Full-Service with OneCode Confirm®

- Mailpiece tracking
- Delivery indication
- Increased supply chain efficiency
- Address correction notification
- Increased Marketing Opportunities
- Compliance with POSTNET™ retirement

Bringing It All Together

With the Full-Service Option combined with OneCode Confirm®, your business can improve…

- ✓ Marketing efforts

- ✓ Customer experience

- ✓ Cash management

- ✓ Call Center management

- ✓ Supply Chain efficiency

Bringing It All Together

Enhanced Marketing Efforts

- Provides true mail intelligence to predict and assess markets and opportunities

  - Determine which delivery day yields the best response

  - Assess marketing materials and sales initiatives

  - Evaluate success of mailings

  - Be more responsive to customer needs

- Ensure time-sensitive mailings reach your customers on time

- Improve effectiveness of telemarketing follow-up

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Benefit-Savings Estimator

What is the Benefit-Savings Estimator?

– USPS-developed Microsoft™ Excel workbook

– Models potential savings based on:

- Estimated cost to implement Full-Service

- Mail volume

- Postage

- Other…

– Allows mailers to run "what-if" investment scenarios

Benefit-Savings Calculator

Example:

Payment and Collections Management
Intelligent Mail® Benefits and Analysis Calculator

Mailer Profile Data
Mailing Type: `First Class`

Total Number of Pieces per Year: `0`

I. Dunning Notices
Percent Not Paying Bills On Time: `0.00%`

Cost to Regenerate Piece (Same as Wasted Piece): `$0.00`
Cost of Phone Call to Customer: `$0.00`
Cost of Waiving Late Fee to Customer: `$0.00`

II. Call Center Staffing
Hours Saved from Improved Staff Management: `0`
Hourly Wage of Call Center Staff: `$0.00`

III. Cash Flow Management
Current Payment Receipt Delay Time (in Days): `0`
Future Payment Receipt Time (in Days): `0`
Cost of Capital: `0.00%`
Bill Amount Received per Piece: `$0.00`

IV. IMB Investment Data
Total Investment Year 1: `$0`
Total Investment Year 2: `$0`
Total Investment Year 3: `$0`
Total Investment Year 4: `$0`
Total Investment Year 5: `$0`

V. ROI Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Investment	$0	$0	$0	$0	$0
Total Savings	$0	$0	$0	$0	$0
Net Cash Flow	$0	$0	$0	$0	$0
NPV @ 10.0%	$0				
Return on Investment (ROI)	N/A				

Note: This is not intended to be an ROI tool but a guide to help understand the different areas of benefit of the Intelligent Mail Bar Code.

Can be calibrated to evaluate:

➢ Address Change Service

➢ Supply Chain Efficiencies

➢ Postage Payment Timing

➢ Optimized Message Timing

➢ Payment Collection Management

Resources

http://www.usps.com/intelligentmail/

http://ribbs.usps.gov/