



# Transforming Visibility Into Value



# Speakers



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# Agenda

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Getting the Most  
Out of NPF 2024

2

Informed Visibility: At the  
Center of the Crossroads

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Taking Advantage of  
USPS Promotions

4

Adapting to USPS  
Network Changes

5

Address Quality:  
Ensuring Delivery

6

Maximizing  
Enterprise Value

# 2024 National Postal Forum

Connecting at the Crossroads | June 2nd - June 5th, 2024 | Indianapolis, IN

- **Over 120 educational workshops** and many USPS Officer-led sessions
- **Networking events** start on Sunday night and last throughout Wednesday evening
- **General Sessions** allow direct access to USPS executive leadership
- **Largest Exhibit Hall Floor** in the Mailing and Shipping Industry
- **Registration and Hotel Accommodations - NOW AVAILABLE!**
  - When you register, please enter the code **GH2024** for a \$100 discount off of a 4-day registration
  - Additional \$100 discount and discounted room rates by booking your hotel through [npf.org](https://npf.org)



## **Poll Question**

**Are you currently using Informed Visibility?**

- a. No
- b. Yes, using internal resources
- c. Yes, using an external partner

# Informed Visibility (IV)

At the center of the crossroads



# IV

4 key areas form a crossroads for increasing business value:

- USPS promotions
  - Enhance your mail while lowering costs
- USPS network changes
  - Minimize disruption from network changes
- Address Quality
  - Ensure that mail is getting delivered
- Adding value to your enterprise
  - Improve every aspect of your business



## **Poll Question**

**Are you planning on participating in any of the 2024 USPS Promotions?**

a. Yes

b. No

c. I'm not sure / Need more information



# USPS Promotions

Make the most out of your 2024 budget

**January** - Emerging and Advanced Technology

**February** - Tactile, Sensory & Interactive

**February** - Personalized Color Transpromo

**July** - Reply Mail IMbA

**August** - Informed Delivery

**September** - Retargeted Mail

## IV in Action

- Customer behavior insights
- Omnichannel campaigns
- Refine strategy with delivery statistics



# 2024 Mail Growth Incentives

Save with USPS Discounts

- First-Class Mail & USPS Marketing Mail
- Incentive Period: *January 2024 - December 2024*
- Credits for volumes exceeding total volumes for FY2023
- Credits applied to 2025 postage spend

## IV in Action

- Track volumes by CRIDs
- Create reports to determine success
- Evidence to back up appeals



# USPS Network Changes

## Adapting to USPS Network Changes

### Major Changes

- Regional Processing & Distribution Center (RPDC)
- Local Processing Center (LPC)
- Sorting & Delivery Center (S&DC)
- Delivery Unit (DU)

### IV in Action

- Reacting to disruptions in the network
- Adjustments to call center staff
- Adjusting inventory and staffing in-store
- Complying with Federal & State regulations
- Informing the USPS with mail diagnostics





## **Poll Question**

**On average, how likely are movers (families and individuals) to notify the USPS of a recent address change?**

- a. 20 - 30% of the time
- b. 40 - 50% of the time
- c. 65 - 75% of the time
- d. 85 - 95% of the time

# Address Quality

## Reducing undeliverable mail

- Coding Accuracy Support System (CASS)
- National Change of Address (NCOALink)
- Address Change Service (ACS)
- Proprietary Change of Address
- USPS Blue Earth

### IV in Action

#### 93 Barcodes enables...

- Identification of new addresses outside service area
- Prevention of fraud like credit card theft
- Communication with customer to validate their move



# IV Increases Value Across Your Enterprise

★ FRAUD PREVENTION

★ CLIENT EXPERIENCE



# Enterprise Value

## Applicational Success Stories

Use Case: Client Experience, National Nonprofit

### Problem:

- High volume of call center inquiries; costly to manage
- Call center had no visibility of the location of an individual's card

### IV Solution:

- Greater Deliverability - Focus on clean customer address data
- Increased Visibility - Proactive notifications of mail delivery journey
- Call Center Enablement - Enhance customer interactions, better manage CRM processes, and reduce costs

### IV in Action:

97% reduction in calls to the call center for card delivery inquiries after one year of implementation.



# Enterprise Value

## Applicational Success Stories

Use Case: Fraud, Financial Services

### Problem:

- Fraud is rising at an exponential rate

### IV Solution:

- Pre-Mailing Screening - Preprocessing with enhanced address data quality
- Fraudulent Trends Identification - Uncover data inconsistencies
- Proactive Monitoring - Identify suspicious activity and know when a mailpiece is or is not delivered

### IV in Action:

After just six months, this company reported their prevention of over seven figures worth of fraud due to access to this data and information.



# Questions?



GRAYHAIR

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