

Transforming Visibility Inte Value



Speakers





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Agenda

Getting the Most
Out of NPF 2024

Adapting to USPS
Network Changes

- 2 Informed Visibility: At the Center of the Crossroads
- Address Quality:

 Ensuring Delivery

Taking Advantage of USPS Promotions

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





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

- 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

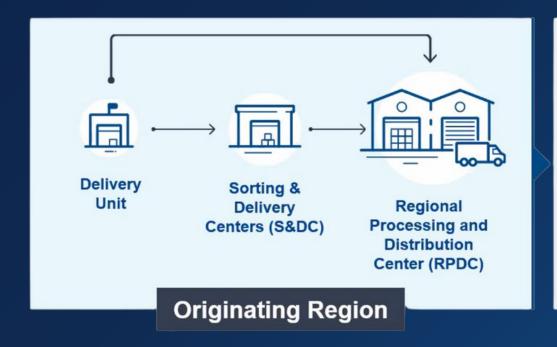
Adapting to USPS Network Changes

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









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 <u>over seven</u> <u>figures worth of fraud</u> due to access to this data and information.

Questions?





Questions? Contact us!

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BERKSHIRE

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