

## **FULL SERVICE COMPLIANCE, EINDUCTION AND SEAMLESS ACCEPTANCE: A BRIEF GUIDE**

The Postal Service is initiating several incentives to smooth the transition to electronic induction of mail and submittal of postal forms. These are designed to streamline the acceptance, induction and verification of commercial mailings and improve mail quality by sharing information on mail preparation, and identification of trends; simplifying the induction of mailings through automated and standardized acceptance, verification and induction processes and provide end-to-end visibility through scan data.

### **What incentives are available?**

There are three incentives: Full-Service Intelligent Mail, eInduction, and Seamless Acceptance.

### **What benefit do I get from being Full-Service compliant?**

A Full-Service Intelligent Mail mailer may see a number of benefits, including:

- Tracking and monitoring service using Barcode scan data
- Elimination of permit fees and waiver of the annual mailing fee
- Mail Anywhere – this allows Mailers to use the same Permit at any mailing location
- Free Address Change Service of Full-Service compliant pieces
- \$0.003/piece discount for First Class Full-service pieces
- \$0.001/piece discount for Standard Class Full-service pieces

### **When will Full-Service compliance be mandatory?**

Currently, there is no date in place to make Full-Service compliance mandatory. However, starting October 2014, a Full-Service compliant mailer can assess their mailings for postage assessments for review only. In April 2015, the Post Office will send postage assessments to mailers for payment for pieces that fail Full-Service verification.

### **What are the requirements for Full-Service Intelligent Mail?**

To be Full-Service compliant:

- Your mailings must be submitted using electronic documentation (SmartSoft products use the Mail.dat format)
- All containers must have a unique Intelligent Mail container barcode (IMcb); sacks and trays must have a unique Intelligent Mail tray barcode (IMtb) and pieces must contain a unique Intelligent Mail Barcode (IMb). The barcodes must be unique for 45 days from the Postage Statement Mailing date.

### **What is eDoc?**

The eDoc is the electronic documentation that gets uploaded via ftp to PostalOne! and contains the postage statement data and postal reports.

### **What are the thresholds and what is the penalty for not meeting the Full-Service thresholds?**

Verifications are performed on the information contained in the electronic documentation submitted with Full-Service mailings. The verifications are combined over a one-calendar month time period. You can review your submitted Full-Service jobs using your Mailers Scorecard on a daily basis.

The penalty for exceeding the thresholds is loss of Full-Service discounts and a postage assessment at the end of a calendar month. The verified thresholds are:

| Error Type     | Mailer Scorecard Error           | Threshold | Definition   |
|----------------|----------------------------------|-----------|--|
| Valid MID      | MID Container                    | 2%        | Is the Mailer ID in the IM container barcode valid?  |
|                | MID Handling Unit                | 2%        | Is the Mailer ID in the IM Tray barcode valid?   |
|                | MID Piece                        | 2%        | Is the Mailer ID in the IMB valid?   |
| Valid STID     | STID                             | 2%        | Is the Service Type ID in the IMB valid and correct for the class and service level of the mailpiece?  |
| By/For         | By/For                           | 5%        | Are the mail owner and mail preparer identified and accurate in the eDoc?  |
| Unique Barcode | Barcode Uniqueness Container     | 2%        | Is the Intelligent Mail container barcode unique across all mailings from all mailers over the previous 45 days?                               |
|                | Barcode Uniqueness Handling Unit | 2%        | Is the Intelligent Mail tray barcode unique across all mailings from all mailers over the previous 45 days?                                    |
|                | Barcode Uniqueness Piece         | 2%        | Is the Intelligent Mail barcode unique across all mailings from all mailers over the previous 45 days?   |
| Entry Facility | Entry Facility Container         | 2%        | Is the entry facility of the container a valid Postal Service location?  |
|                | Entry Facility Handling Unit     | 2%        | Is the entry facility of the handling unit, not associated with a container, linked to a valid Postal Service location?                        |
| Unlinked Copal | Unlinked Copal                   | 5%        | Was a tray/virtual sack marked for copalletization at origin but no electronic documentation submitted with the tray/virtual sack on a pallet? |

### What is Move Update validation and is there a penalty for non-compliance?

The Move Update standard requires that mailers select one of the Postal-approved methods to update the addresses in a mailing list by comparing the address records against customer-supplied change of address orders and making the appropriate changes to the addresses before mailing.

The options for Move update are:

- a. ACS Service
- b. Ancillary Service Endorsements
- c. NCOALink Service

Electronic Change-Of-Address records are created when the mailpiece is forwarded or identified as undeliverable as addressed (UAA) due to a change of address. If the electronic COA was on file or effective between 95 days and 18 months prior to the Postage statement date, a COA error will be generated. Results will be combined over a one-calendar month and measured against the established threshold.

The threshold is 0.8%. A postage assessment will be billed for errors exceeding the threshold starting in April 2015.

### **How can I monitor my mailings for Postal Service compliance?**

Each Full-Service mailer will have access to his/her own Mailer ScoreCard.

### **What is the Mailer Scorecard?**

The USPS has a new reporting system called the “Mailer Scorecard.” You are now getting scored on how well or badly you are performing when processing mailings using USPS programs. The Mailer Scorecard is a report that tracks your mailing performance trends across months and years for various USPS programs.

The Scorecard provides a complete summary of performance for Full-Service Electronic, eInduction, Seamless Acceptance, Mail Anywhere™ and SingleSource ACS™. You can easily view the metrics in numbers and percentages on a dashboard by logging in through the USPS Business Customer Gateway: <https://gateway.usps.com/eAdmin/view/signin>. Once logged in, select Mailing Reports and then Mailer Scorecard.

### **How to use the Mailer Scorecard?**

Each month your mailings will be put together to create your scores, and the areas which need attention will be highlighted in Green, Red, and Yellow:

- ✓ Percent metric value has improved by more than 5% from previous month
- ✓ Percent metric value has declined by more than 5% from the previous month
- ✓ Exceeds threshold established by USPS

Different USPS programs may have different evaluation periods. For example, Full-Service and Seamless Acceptance look at data for a calendar month while SingleSource ACS looks at data for the prior *quarter*.

Review your Scorecard regularly since the results can give you an idea of where to concentrate your efforts. If your mailings consistently see complications in a specific area, you can use the time to fix the issues before the USPS assigns penalties. You also get to see the results of manual sampling and entry point verifications that have been done.

### **What is eInduction?**

The electronic Induction (eInduction) process streamlines the preparation and induction of drop shipments and plant load mailings. It verifies eDoc, Intelligent Mail container barcodes (IMcb) and hand-held scanner technologies to verify payment and preparation of commercial mail containers.

### **How does eInduction benefit me?**

- eInduction speeds mail induction of containers
- eInduction processes simplify mail preparation and improve accuracy resulting in more on-time delivery of your mail
- eInduction allows for improved reporting and scanning for mailers to see what is happening to their jobs at a container level in real-time

### **What is a Surface Visibility (SV) site and what benefits do I get?**

Postal locations equipped with Surface Visibility (SV) scanning technology download information on containers from

PostalOne! upon acceptance. The mailer can measure the accuracy of their mail preparation and whether the number of actual containers match the number of containers scheduled.

#### What is a non-SV site?

A non-SV site is a postal location that does not currently have the SV technology available. At a non-SV site, the personnel collect container information through hand-held scanners and upload for processing in PostalOne! Container validation happens post-induction.

#### What do I need in order to use eInduction?

The following is required to use eInduction:

- Prepare mail with the Intelligent Mail Container barcodes (IMcb)
- Schedule appointments through the FAST (Facility Access Shipment Tracking) system
- Flag containers as eInduction in Mail.Dat file

#### What data is verified in eInduction?

| Error               | Mailer Threshold | Egregious Threshold | Additional Postage assessments   |
|---------------------|------------------|---------------------|--|
| Payment             | 0.00%            | 0.00%               | Did the mailer submit an eDoc with appropriate amount of payment?<br><br>Containers without proof of payment will be assessed the 30-day average postage for containers mailed by the eDoc submitter CRID                                |
| Mis-shipped         | 1.05%            | 2.00%               | Did the mailer induct the container at the correct location per the eDoc?<br><br>Containers with a mis-shipped error will be assessed the difference between the origin entry rate and the original drop-ship discount provided          |
| Duplicate Container | 0.17%            | 0.33%               | Did the mailer apply unique barcodes to each container within a 45-day period?<br><br>Containers that are duplicates will be assessed the postage paid for the original instance of the duplicate container to all subsequent duplicates |
| Zone Discount       | 0.01%            | 0.02%               | Did the mailer earn the zone discount claimed?<br><br>Containers with a zone error will be assessed the difference between actual zone and eDoc zone   |

### What is Seamless Acceptance?

Seamless Acceptance uses electronic documentation and Intelligent Mail barcodes on mailpieces, trays and sacks, and containers to automate acceptance and verification processes.

### How does Seamless Parallel differ from Seamless Acceptance?

Seamless Acceptance is limited to mailings and mailers that meet specific rules governing mail preparation, barcoding and electronic documentation. Seamless Parallel is an intermediate step mailers must take before fully participating in Seamless Acceptance. During Parallel, both traditional and Seamless verifications are done.

What is required for Seamless Acceptance?

eDoc submittal and unique barcodes are required for all mail, including single-piece.

### What is the difference between Mailer Threshold and Egregious Threshold?

The thresholds represent the percentage of the mail that did not successfully meet the standard for that specific verification. This percentage calculation is based on individual mailpieces, trays or sacks, or containers.

**Mailer Threshold:** indicates that a mailer is not consistently meeting the desired standard for that element of mail preparation

**Egregious Threshold:** indicates that a mailer has a potentially significant error rate for that element of mail preparation. Additional postage is assessed for errors above the egregious threshold if no additional documentation can be provided to support the issue.

### What data is verified by Seamless Acceptance?

| Verification                 | Definition   |
|------------------------------|--|
| Undocumented                 | Pieces scanned on mail processing equipment that cannot be matched to the eDoc   |
| Delivery Point               | Is the delivery point contained in the IMb valid for the service level of the mailpiece?   |
| Nesting/Sortation (MPE)      | Were the mailpieces placed in a different tray or bundle than indicated in the eDoc?   |
| Nesting/Sortation (Sampling) | Were the mailpieces placed in a different tray/bundle than indicated on the eDoc? Was the tray/sack placed on a different container than indicated in the eDoc?                  |
| Postage                      | Does the postage payment and the amount of postage affixed match the eDoc?   |
| Weight                       | Is the weight of the mailpiece different than the weight indicated in the eDoc?  |
| Mail Characteristic          | Does the mailpiece match the same class and processing category as indicated in the eDoc?<br>Does the piece content qualify for nonprofit or standard mail rates as appropriate? |
| Barcode Quality              | Was a maipiece sampled that didn't have a scannable barcode in an automation mailing?  |

**Is there a new process for Nonprofit Eligibility?**

The Nonprofit authorization for eDoc mailings is enhanced by allowing the identification of the nonprofit mail owner using the mail owner CRID or Mail Owner MID to identify the Non-Profit Authorization in addition to the mail owner permit. All of the fields (mail owner CRID, mail owner MID, mail owner permit or paying permit) are now checked for a link to a NPA.

**What date does the new process for Nonprofit Eligibility take effect?**

This new process takes effect in November 2014.

**What do I need to do to qualify?**

You need to confirm the nonprofit status of each of your customers. Contact the PostalOne! Help Desk (800.522.9085) to receive the MSP Customers Validation Spreadsheet. You can specify the CRID, MID, NPA or Permit number for each Mail Owner. PostalOne! will look up each identification number and return the CRID, Permits and nonprofit status for each mail owner.

A valid physical address will be required to apply for a permit, to submit a PS 3624 (Application to Mail at Nonprofit Standard Mail Prices), or to submit a PS 6015 (Nonprofit Database Change Request).