



## 2016 National PCC Week Presentation

### ***Instructions:***

*Thank you for representing the Postal Service throughout the 2016 National PCC Week. This presentation was designed to present a consistent message about the state of the USPS business and our strategy to continue to partner with the industry for growth and continued efficiencies.*

# Thank You for Your Business



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Thank you for being here today – and thank you for your business.

Introduce yourself and your role.

Speak about the specific PCC location and members.

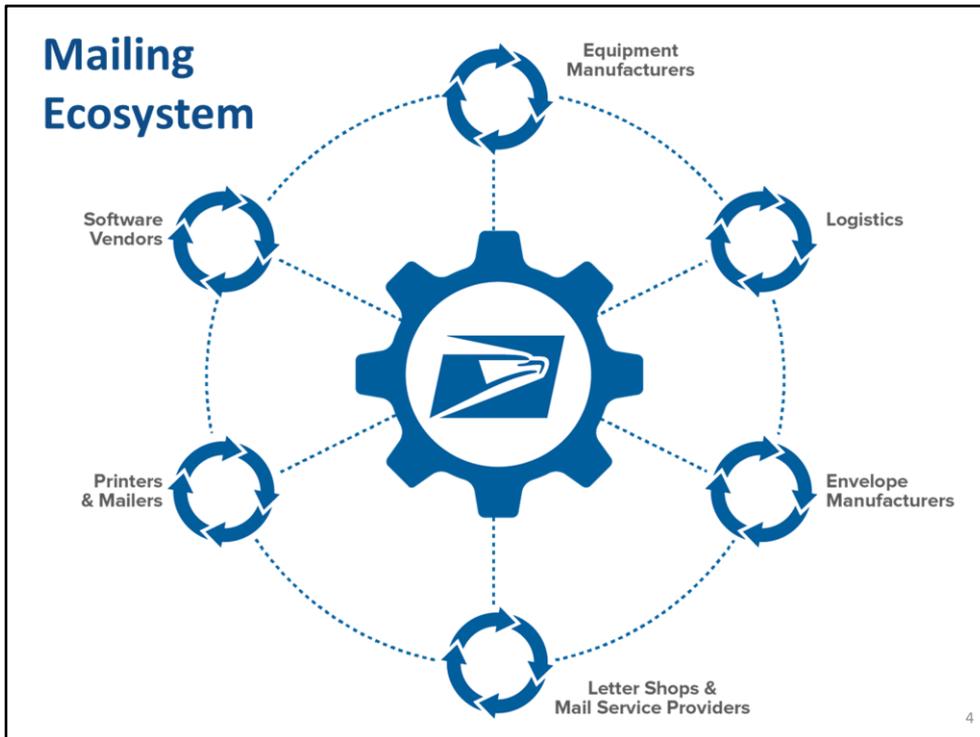


We are the US Postal Service. We have been connecting and propelling American commerce for over 240 years. We deliver immeasurable value and enable entire industries.

- We serve the American public everyday - our size is core to who we are.
- We deliver to over 155M delivery points.
- We have over 630,000 dedicated employees working for you.
- We have 31,000 post offices and another 60,000 access points/partner locations.
- We run the largest civilian vehicle fleet in the world (more than 215,000 vehicles).
- And we have 287 processing centers located throughout the country that process your mail and packages.
- And everyday there are more than 1.2B scanning events – helping to track mail and packages through our network.

We deliver 40% of the world's physical mail volume.

We have a BIG footprint.



And because of our expansive delivery network, we lie at the center of a vast ecosystem – an ecosystem made up printers and mailers, letter shops and mail service providers, envelope manufacturers, logistics providers and software vendors. It is estimated that this industry generates about a trillion dollars annually.

Our industry faces some unique challenges when we consider the impact of digital on communications and commerce. But we also have incredible opportunities when we consider the ways mail compliments other marketing channels and when we make use of the data to better understand what our customers want.

Through our partnership with the Postal Customer Council (PCC) and the broader mailing industry, the Postal Service will continue to deliver value to our customers, create opportunities for innovation and ensure a sustainable future of communications and commerce.



**The Postal Service faces some unique tensions, as well. In many ways, our strengths also present our greatest challenges when considering our network, our people, our products, pricing and innovation:**

**Our Network:**

- We have a ubiquitous, reliable retail and delivery network that delivers to over 155M delivery points, delivering far more efficiently than any other mail service;
- However, there are fixed costs associated with maintaining an aging infrastructure and those costs rise as the number of delivery points continue to increase every year.
- We also must meet service standards and the universal service obligation to deliver to every home and business six (6) days-a-week.

**Our People:**

- We have over 600,000 dedicated employees committed to delivering strong service performance for our customers;
- Yet labor and benefits are our biggest costs.

**Our Products:**

- Mail is a market-dominant (non-competitive) product and we have achieved double-digit growth in our package volume. We are well-positioned to continue to enable ecommerce growth for our business customers;
- However, First Class Mail, our most profitable product, continues to decline and this loss of profitable revenue will continue to create financial challenges for the organization.

**Pricing:**

- USPS delivers at a low rate compared to other Posts around the world;
- However, we face a lack of pricing flexibility to cover our costs and obligations.

**Innovation:**

- We are proud of our bold history of innovation. We have aggressively developed new technology, from mechanical sorting machines to optical character readers;
- Yet we face regulatory restrictions on product flexibility and other opportunities to innovate.

We face headwinds related to our network, our people, our products, pricing and the ability to innovate and, as a result, our financial results continue to place financial pressure on the organization.



## July 2016 YTD (10 Months)

Preliminary

July YTD (10 months) (Billions)	Prelim 2016	FY 2015
Revenue (Excluding Temporary Exigent Surcharge) <sup>1, 4</sup>	\$ 58.1	\$ 56.1
Temporary Exigent Surcharge <sup>2</sup>	1.1	1.8
<b>Total Revenue</b>	<b>59.2</b>	<b>57.9</b>
Controllable Expenses <sup>3, 4</sup>	58.1	56.7
<b>Controllable Income (Loss) <sup>1, 2, 3, 4</sup></b>	<b>1.1</b>	<b>1.2</b>
Retiree Health Benefits Pre-Funding	(4.8)	(4.7)
Workers' Comp. Fair Value Adj.	(1.4)	(0.6)
Workers' Comp. Other Non-Cash Adj.	-	0.4
FERS Unfunded Liability Amortization	(0.2)	-
Change in Accounting Estimate <sup>5</sup>	1.1	-
<b>Net Income (Loss) <sup>4</sup></b>	<b>\$ (4.2)</b>	<b>\$ (3.7)</b>

1 - Change in Accounting Estimate is excluded from Total Revenue.

2 - Temporary exigent surcharge expired April 10, 2016. Estimated exigent revenue earned in April 2016 was immaterial.

3 - Before RHB pre-funding, non-cash adjustments to workers' compensation liabilities and FERS unfunded liability amortization, which are excluded from controllable expenses.

4 - July YTD FY2016 has 1.5 less retail days and same number of delivery days as compared to FY2015.

5 - Newly available data on prepaid postage resulted in a \$1.1B decrease in the liability for deferred revenue - prepaid postage and a corresponding increase in revenue.

You will see our financial results as of the end of July 2016. As you can see in the first three (3) lines, Revenue at the top-line, Excluding the Temporary Exigent Surcharge, grew by \$2B annually. The third (3<sup>rd</sup>) line, Total Revenue after the Exigent Surcharge, grew by \$1.3B, only because of the expiration of this surcharge in April 2016.

Likewise, controllable expenses grew by \$1.4B during the ten months ending July 2016.

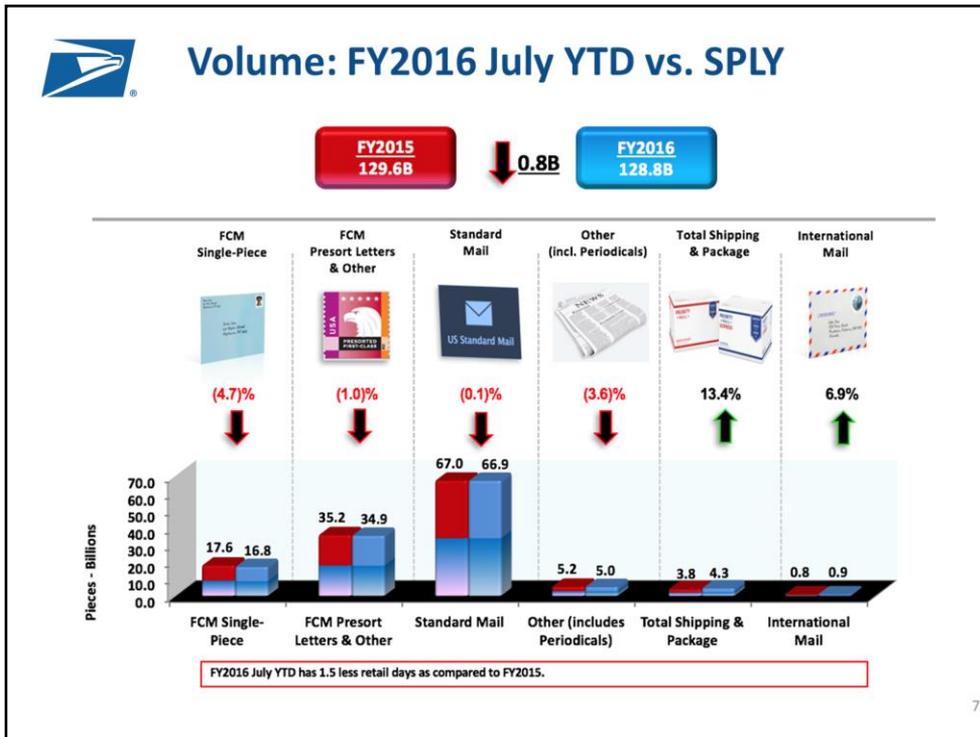
- The principle reason for the growth in expenses relate to additional work hours which drive salaries and benefits and also additional transportation charges.
- These items are driven primarily by package growth which is more labor-intensive and by the requirement to transport those packages.

Controllable income, in the grey line, was \$1.1B YTD 2016 vs. \$1.2B prior YTD.

Below the controllable income you will see the non-controllable elements to include retiree health benefits pre-funding, workers' comp non-cash accounting adjustments, FERS liability and a change in accounting estimate – resulting in a net loss for the 10 months of \$4.2B, as compared to \$3.7B in 2015.

*NOTE: On April 10, 2016 the exigent surcharge of 4.3% that was put in place back in January 2014 expired. As a result we have recorded about \$700M less revenue than we otherwise would have recorded in this quarter. Going forward the expiration of exigent surcharge will result in a reduction of what revenue otherwise would have been by \$2B/year approximately. This was a mandate by the PRC to terminate that charge on April 10, 2016.*

**When presenting, you must say this financial information is preliminary.**

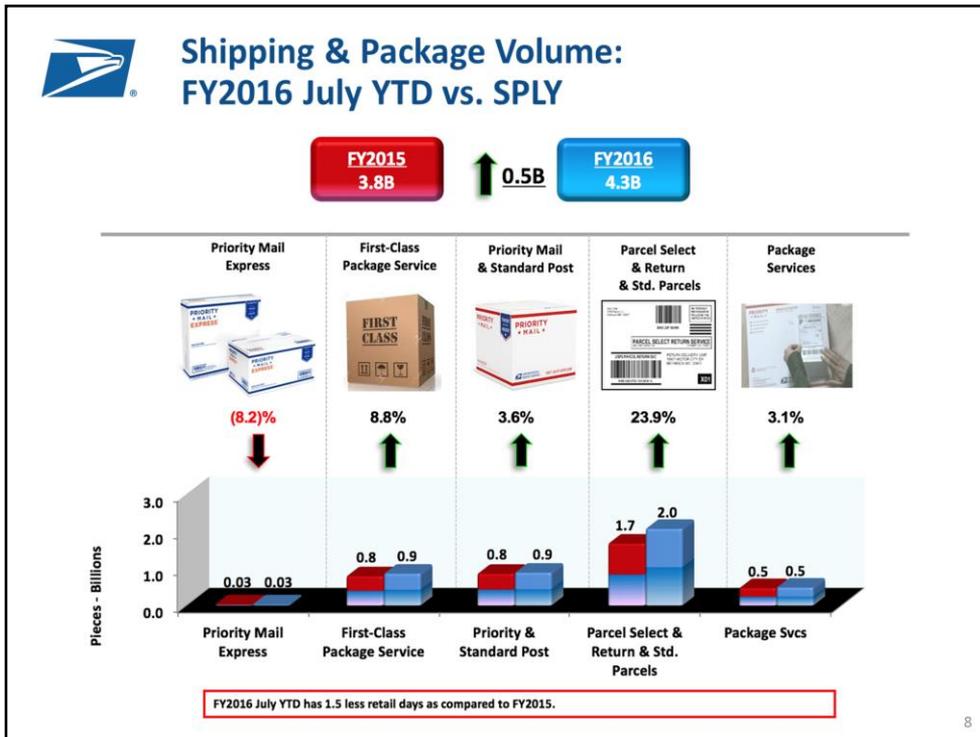


Just a quick tour through what happened with volumes for the first 10 months:

You can see the four elements in red – First Class Mail, both Single Piece and Presort Letters, Standard Mail and Periodicals – volumes have declined. This results in a total volume decline of 800 million pieces.

You can see right in the middle, Standard Mail, had just a slight decline to 66.9B pieces delivered for the 10 months, but overall Standard Mail has held steady over the past few years.

You can see the significant growth in volume for Total Shipping and Packages is 13.4%. These trends are fairly consistent with what we've seen over the past few years.



Taking a closer look at our shipping and package volumes, we are competing very effectively in this category and are well-positioned to continue to enable e-Commerce growth for our business customers.

This is especially true for retailers who are adopting Ship-from-Store for their fulfillment needs and leveraging our Last Mile delivery.

We have seen an increase of 500M packages compared to this time last year, with our biggest growth increase of 23.9% in Parcel Select & Return & Standard Parcels.

In order to continue to support package growth, we will continue to right-size the network and make investments in the Last Mile.



## Total Liabilities, Including Retirement Obligations, Exceed Assets by \$101B

As of September 30, 2015

CSRS Fund Assets	\$179.2B	CSRS Actuarial Liability	\$199.6B
FERS Fund Assets	\$107.6B	FERS Actuarial Liability	\$111.3B
RHB Fund Assets	\$50.3B	Retiree Health Benefits Obligation	\$105.2B
<b>Total Retirement-Fund Assets</b>	<b>\$337.1B</b>	<b>Total Retirement-Related Liabilities</b>	<b>\$416.1B</b>
Unrestricted Cash	\$6.6B	Workers' Compensation	\$18.8B
Land, Buildings & Equipment, net	\$15.7B	Debt	\$15.0B
Other Assets	\$1.7B	Accrued Compensation, benefits, and leave	\$3.9B
<b>Total Assets</b>	<b>\$361.1B</b>	Deferred Revenue	\$3.3B
		Other	\$5.3B
		<b>Total Liabilities</b>	<b>\$462.4B</b>

Note: This slide includes all assets and liabilities of pension and post-retirement health benefits obligations. Items highlighted in yellow are not shown on our balance sheet and the RHB obligation are valued under actuarial funding basis as of September 30, 2015.

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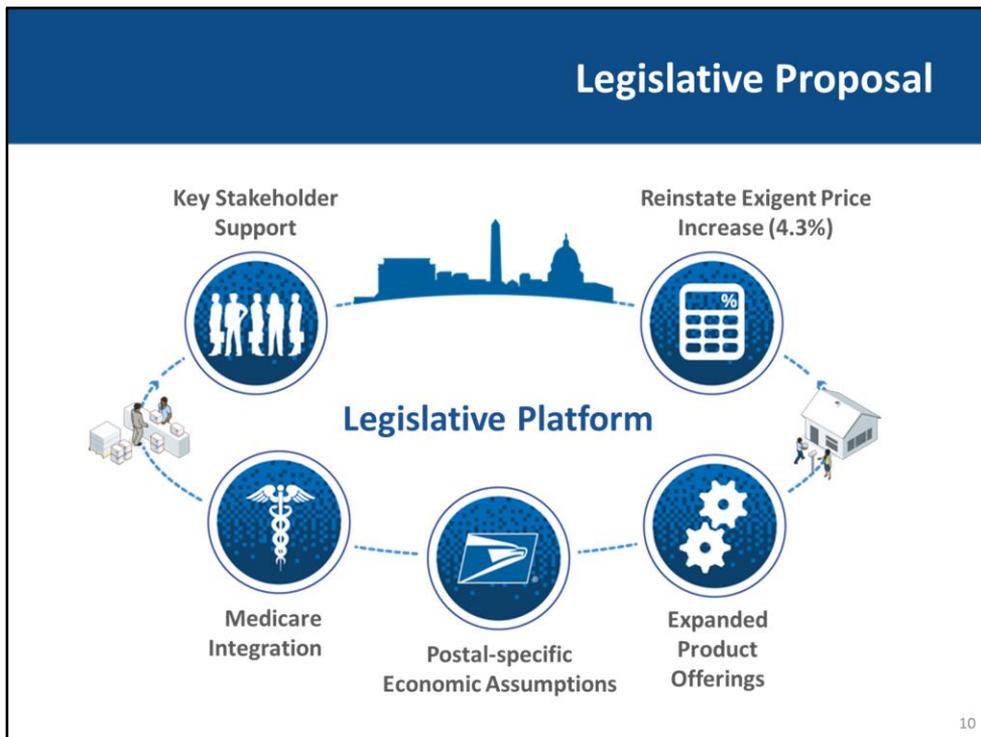
What you see before you is a summary of our assets and liabilities which includes retirement accounts, both the assets that are funded at the Treasury, and the corresponding liabilities.

The items in yellow are not required under generally accepted accounting principles to be included on our balance sheet per se, but they are truly obligations.

And what this chart shows you is that the total liabilities, including retirement obligations, exceeds assets by over \$100B.

It's an awfully deep hole, but frankly we could take care of almost half of that with reasonable legislation which includes Medicare Integration.

We would also need years of sustained profits after that to chip away at the rest of the excess liabilities. There are some significant headwinds that we have in the years ahead.

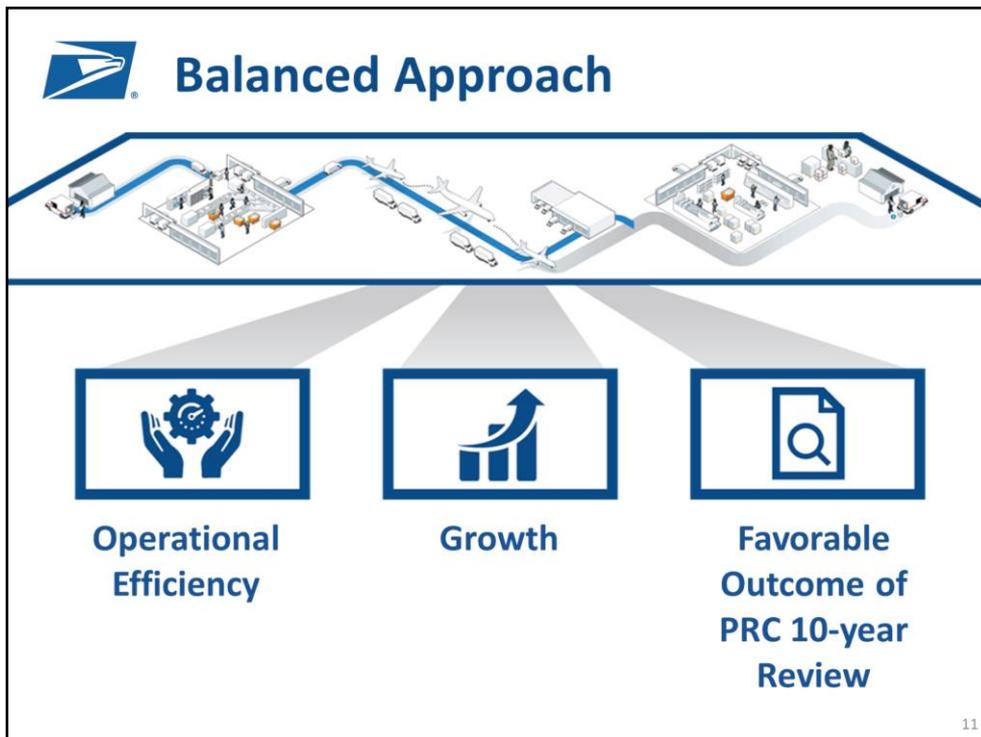


Given our financial position, we are continuing to pursue responsible legislation, accompanied by a continued focus by the Postal Service on driving operational savings.

In July of this year, the House Oversight and Government Reform Committee unanimously passed a comprehensive bipartisan Postal Reform Legislation out of committee. This was an important step in the legislative process and reflects a great deal of effort and broad support among key stakeholders.

The Postal Service Reform Act of 2016 looks to “ensure the efficient and affordable nationwide delivery of mail,” by giving USPS more flexibility for product development, consolidation of mail delivery and agency oversight, and most notably, addresses the pre-funded healthcare mandate and Medicare integration.

These steps will allow appropriate investment in the future of the organization, so that we can continue to provide prompt, reliable and efficient delivery service to the American public.



In addition to our legislative platform, we will continue to invest in our people, processes and network to drive service and increase efficiency.

Our use of information and technology has been an important investment in the future of the organization and enables us to compete more effectively. It's transforming the way we manage the enterprise and delivering greater predictability and value to our customers.

While legislation is critically important for the Postal Service, it does not negate the responsibility of the Postal Service to continue to compete, to drive profitable revenue, and to continue to focus on right-sizing the infrastructure.

We are committed to keeping mail as an affordable means of communication in an increasingly digital world.



## Adapting to a Changing Marketplace

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*(Transition)*

We are living in increasingly disruptive and dynamic times. The only thing that is constant is change.

Long-held, traditional business models are being turned upside down and inside out. Retail and department stores are facing radical disruptions due to online retail – and now they are faced with reinventing how they remain relevant and re-establish relationships with their customers.

The entire car-buying and car-ownership model is facing an overhaul. Consumers are reprioritizing the need for their own car, therefore car-sharing companies are testing new business models everyday. And what Uber has done to the taxi industry, Airbnb is doing to hospitality.

We are committed to adapting to the pace of change of the marketplace and to consumer expectations.

**Our challenge is to view advances in technology as an advantage, rather than be disrupted by them.**



We are competing for people's attention and we are competing for people's time.

With the ubiquity of mobile, we are untethered to a desk or a store to communicate and transact.

Did you know the average person checks their mobile devices about 150 times a day?

And even if consumers visit a store, they are using their phone to do product research before purchasing.

Through geo-spatial information, customers now expect customized search results by location. By typing in "restaurant near me", I retrieve relevant search results.



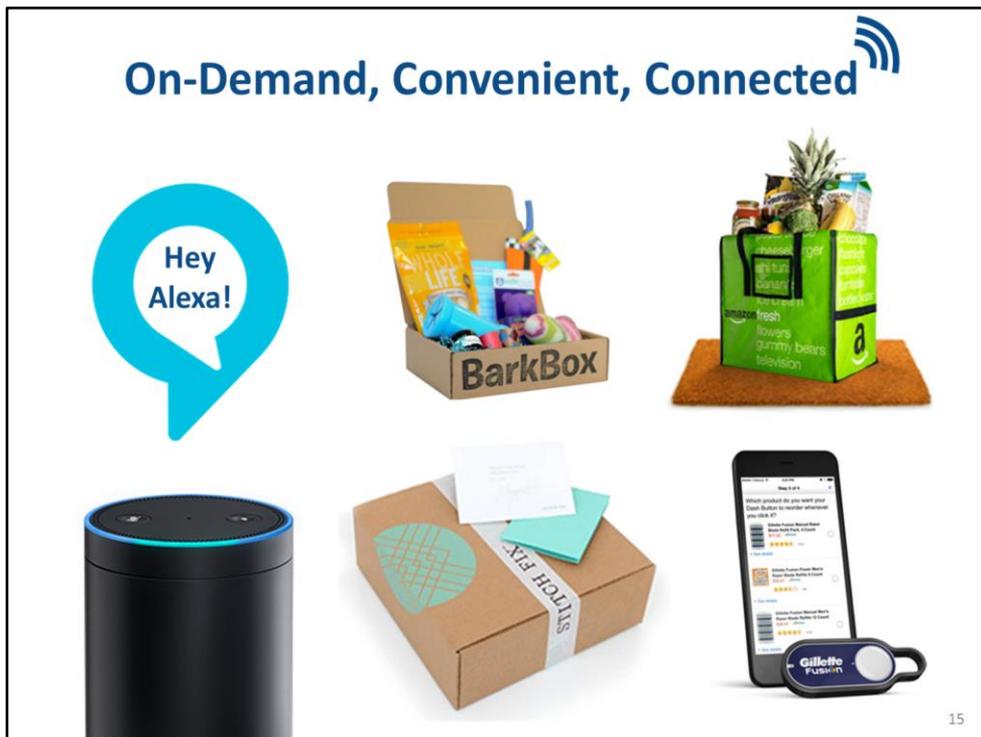
The rate and amount of innovation in the past 30 years has been greater than in the previous 30,000 years. That's because top technologies are accelerating disruption and changing everything.

With the rise in mobile technologies and ubiquitous connectivity, whole new economies are forming, creating non-traditional job opportunities through the "Sharing Economy". With a technology platform and an innovative business model, companies can crowd-source labor and connect consumers with what they need.

A year ago, only a handful of companies were talking about autonomous vehicles. Now we have states that are considering autonomous car laws and drafting policies and regulations for drone technology.

Augmented reality applications, such as PokemonGo, have taken the world by storm. By combining geo-spatial information, mobile technology and gaming – we are now able to bring virtual worlds into connection with real ones.

If we want to be agile given the disruption that is coming, then we need to harness advances in technology and quickly adapt to remain future-ready.



And what do consumers want? They want to save time and have more meaningful experiences.

The shopping and retail experience has been transformed due to innovations in service, technology and design.

Complimentary trends such as the internet-of-things, smart-home technology, bot voice-activated interfaces and customized delivery offer the consumer limitless options when it comes the retail experience.

At the tap of a screen – or just by talking to Alexa or Siri – consumers are flooded with more options of what to buy and how to buy. The delivery experience must be seamless, convenient and on-demand.

Companies have leveraged these technologies to create a just-in-time shopping and delivery experience.

When done right, a brand can create personalized, delightful experiences.



And as consumer demand grows for more convenient Last Mile delivery, the competition also increases. Competition in the package market has begun to encroach on the Last Mile driven by a mix of both traditional competitors and new entrants as package density builds.

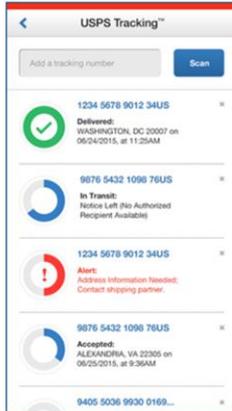
Regional delivery companies (Lasership) are gaining market share by offering low cost and flexible service. Companies such as Uber and Instacart utilize digital sharing to allow highly customized service and same day/immediate deliveries. Using a crowd-sourced approach, companies are using everyday citizens to deliver just about anything to the home and business.

UPS and FedEx have also been growing their ground density and delivery capabilities – placing our ability to maintain monopoly on “last mile” service at risk. And finally, even traditional customers such as Amazon are now in the delivery business.

And we’re not only talking vehicle delivery, but companies and agencies are spending increasing amounts of R&D dollars on autonomous vehicle technology and drone delivery. While there is much work to be done to promote the safe integration and innovative adoption of unmanned vehicles, I think we would all agree that the future is upon us.

# USPS is Adapting to Customers' Needs

## Enhanced Product Tracking & Visibility



## PostalPro™: New Info Source for Commercial Mailers



## Simplified Self-Service & On-the-go Solutions



## Mail as Part of Daily Digital Routine



And the Postal Service is committed to adapting to our customers' needs and leveraging innovations in technology.

### Customers want a seamless delivery experience.

- We've taken steps to enhance our product tracking experience and have enhanced the level of visibility the consumer has when a package is enroute.

### Customers want information at their fingertips.

- The Postal Service listened to our industry partners and have designed a new information source for commercial mailers called PostalPro. Powered by Google Search, PostalPro is user-friendly and easy to navigate, saving mailers time, money and frustration.

### Customers want options on how and where to transact.

- Our marketing strategy is designed to leverage innovations in technology to provide exceptional service and an exceptional delivery experience.
- And as customers increasingly rely on digital alternatives for correspondence and commerce, our marketing strategy must focus on how best to bridge the physical mail delivery experience with customer's daily digital routines.
- We will continue to enhance the retail experience by providing kiosks as alternatives to waiting in line, as well as USPS mobile tools, like Schedule a Pickup or USPS Tracking.

### And finally, Customers want convenience and simplicity.

We are committed to making mail part of consumers' daily, digital routines. Informed Delivery is an exciting pilot capability designed to do just that. I will talk more about Informed Delivery later in this presentation.

**\$48.4** Projected 2016  
BILLION US Direct Mail Spend  
Source: Direct Marketing Association

**Personalized & Relevant**

**Variable Printing Technology**

**Multi-layered Campaigns**

**Seamlessly Link to Other Channels**

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And while we find ourselves in an increasingly digital world, mail remains a powerful marketing channel with 100% access to the Last Mile! The Direct Marketing Association projects a US Direct Mail spend of \$48.4B this year.

In a world where technology is competing for the consumer’s attention, mail represents a tangible touchpoint, connecting customers in ways digital cannot. However, with the convergence of print and pixels, direct mail acts as a catalyst to an omni-channel marketing campaign. By leveraging advances in data and information analytics, marketers can glean more information about their customers than ever before.

**We are offering First-Class Mail Promotions to encourage mailers to think outside of the box and test new ways to engage their customers through mail:**

- Our First Class Mail promotions demonstrate the value of First-Class Mail and encourages new uses and innovations
- The promotions are designed to drive new revenue through color advertising on bills and statements
- Our third (3<sup>rd</sup>) ounce free promotion allows mailers to provide more information to reduce calls to call centers

**Direct Mail Promotions demonstrate how direct mail, combined with mobile technology, can increase response rate and drive consumers to:**

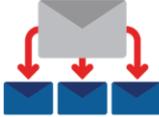
- Shop on marketers mobile optimized site
- Allow online purchasing from mail (“buy now!”)
- Enhanced customer experience (video, augmented reality....)

# The Power of Political Mail

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<b>\$12+</b> BILLION	<b>ESTIMATED ELECTION SPEND FOR 2016</b>	<b>\$1B</b> GOAL	<b>USPS GOAL FOR 2016 ELECTIONS</b>
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 <p><b>Media Channel Integration</b></p>	 <p><b>Deliver Right Message to Right Person at Right Time</b></p>	 <p><b>Personalized Mail Pieces To Grab Voters' Attention</b></p>
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We are betting big on direct mail for 2016 election cycle. By promoting mail as part of an omni-channel experience, candidates can reach the right voter at the right time with the right message. Direct mail continues to prove itself as one of the most engaging and effective channels for winning campaigns.

With an estimated \$12B spend across all media channels, we have an aggressive sales goal to capture \$1B of that spend. We will do this through timely promotions, by leveraging the Intelligent Mail barcode and the data it generates and demonstrating a clear ROI for candidates and campaigns.

And through our mail promotions, candidates can grab voters' attention and drive them online to their about their platforms and strategies.

We are committed to providing a seamless experience for mailers during the peak political campaign cycle. From acceptance of large volumes of mail – to efficiencies in processing, and accurate scanning and delivery – we are sure to make this political mailing season a success.



The Postal Service is committed to the growth of the mailing industry. And our strategy to remain Future-Ready includes four (4) Pillars:

1. We will deliver a world-class customer experience
2. We will equip, engage and empower our employees
3. We will innovate to deliver value; and
4. We will continue to invest in our future

**A. DELIVER A WORLD-CLASS CUSTOMER EXPERIENCE**

The customer must be at the center of every experience. We must design our products and services around our customers’ needs and behaviors.

**A1: We are committed to making it easier to do business with the Postal Service**

- We are applying process improvement throughout the organization to deliver a better customer experience.
- We must simplify the steps it takes to prepare and conduct a mailing.
- We are focused on creating a seamless transaction experience, both in the Post Office, at the BMEU and online.
- We are committed to simplifying our pricing.
- We want to give customers options as to how they’d prefer to interact with us... it’s not a one-size-fits-all solution when it comes to designing the customer experience.

**A2: Premier Experience for Business Mailers**

- We’re streamlining and simplifying systems and processes for business mail entry, and we’re

expanding the number of premier BMEUs that we trialed last year.

## **B. EQUIP, ENGAGE & EMPOWER USPS EMPLOYEES**

Equipping, engaging and empowering our employees is a keystone pillar. When we take care of our employees, our employees take care of our customers – there is a direct correlation.

### **B1. Employee Empowerment Tools**

- We are surrounded by data and information when you consider the amount of intelligence we have about our machines, post offices, plants, street visibility and online transactions.
- Turning that data into useful, actionable insights for our employees is the key to service and growth.
- We are committed to putting this information in the hands of our employees and our supervisors.
- Then when combined with lean mail processing and operational visibility, we can achieve unprecedented efficiencies in the supply chain.

### **B2. Investing in Employees**

- Training and knowledge is critical to gaining confidence to do the job right.
- We are enhancing supervisor training, as well as improving the employee onboarding experience.

## **C. INNOVATE TO DELIVER VALUE**

Building on our bold history of innovation, we will continue to explore advances in technology and adapt to the changing marketplace. When we make a practice of keeping our heads up and scanning the world around us, we can identify limitless opportunities for innovation:

### **C1. Informed Visibility**

- Informed Visibility is the Postal Service’s analytics platform. It provides rich data and analytics to commercial customers, enabling greater visibility associated with the “last mile” of delivery”.
- By leveraging real-time information and analytics about mail and package tracking and delivery, senders and receivers will have an unprecedented level of visibility and control over their commerce and communications.
- Mail owners will be able to synchronize mailings with their other omni-channel marketing efforts.
- Adding the dimension of time to the mailing experience creates a holistic and consistent customer experience, driving a return on investment for mailers.
- USPS will be able to use this information to help strengthen market competitiveness, create new opportunities for revenue growth, drive cost savings, retain customers, and optimize operational and financial performance.

### **C2. Informed Delivery**

- Informed Delivery leverages the images of the outside of mail pieces captured during processing, giving the recipient a preview into what they will receive that day.
- It brings physical mail and packages to the smartphones and devices of the American consumer.
- Marketers will also have the opportunity to attach a digital add-on to the mail piece (and

eventually packages). It makes the most of mail by converging the physical and digital experience.

#### **D. INVEST IN OUR FUTURE**

We continue to make critical investments in our infrastructure and our network.

##### **D1. Infrastructure**

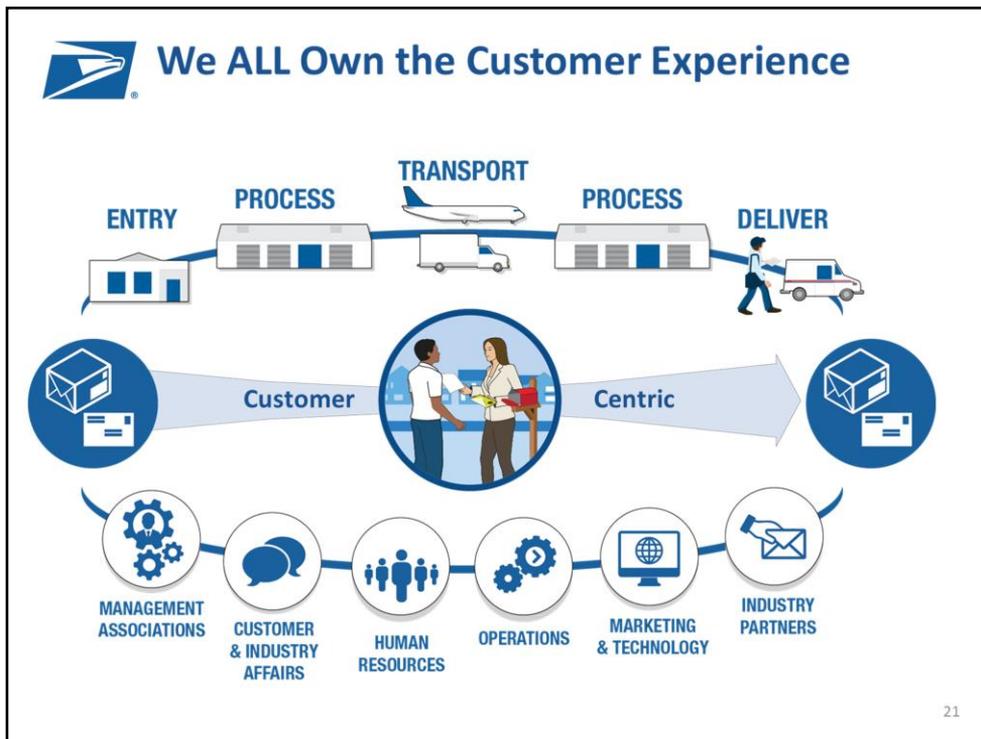
- We have added new automated package sortation equipment, as well as upgrades to mail processing machines.
- We continue to enhance the retail experience by adding additional Self-Service Kiosks, as well as equipping Clerks with new mobile Point-of-Sale (mPOS) devices, expediting transactions in Post Offices.

##### ***(Infrastructure***

- *27 new Automated Parcel and Bundle Sorters (APBS)*
- *8 APPS – Automated Package Processing Systems*
- *18 APPS with Supplemental Induction*
- *12 SPSS – Small Package Sorting System*
- *New Parcel Prototype Machine – HTPS (High Throughput Processing System)*
- *7 additional Universal Sorters*
- *29 Universal Sorter Camera Upgrades*
- *85 New Surface Visibility Sites)*

##### **D2. Digitally Integrated Future of Delivery**

- We will continue to embed digital capabilities into the mail and package delivery. We are doing this by developing applications to monitor the status and performance of mail throughout the supply chain.
- We are using the Mobile Delivery Device (MDD) to provide an unprecedented level of visibility once your mail is out on the street and will continue to develop tools for mailers and customers to manage delivery preferences.
- When we embed digital capabilities into package delivery, we can offer additional service options such as package re-direct, same-day, next-day and on-demand delivery.
- This creates value for the sender and receiver and it stimulates demand for USPS products and services.
- A digitally integrated future of delivery enhances the value for your business and our customers.

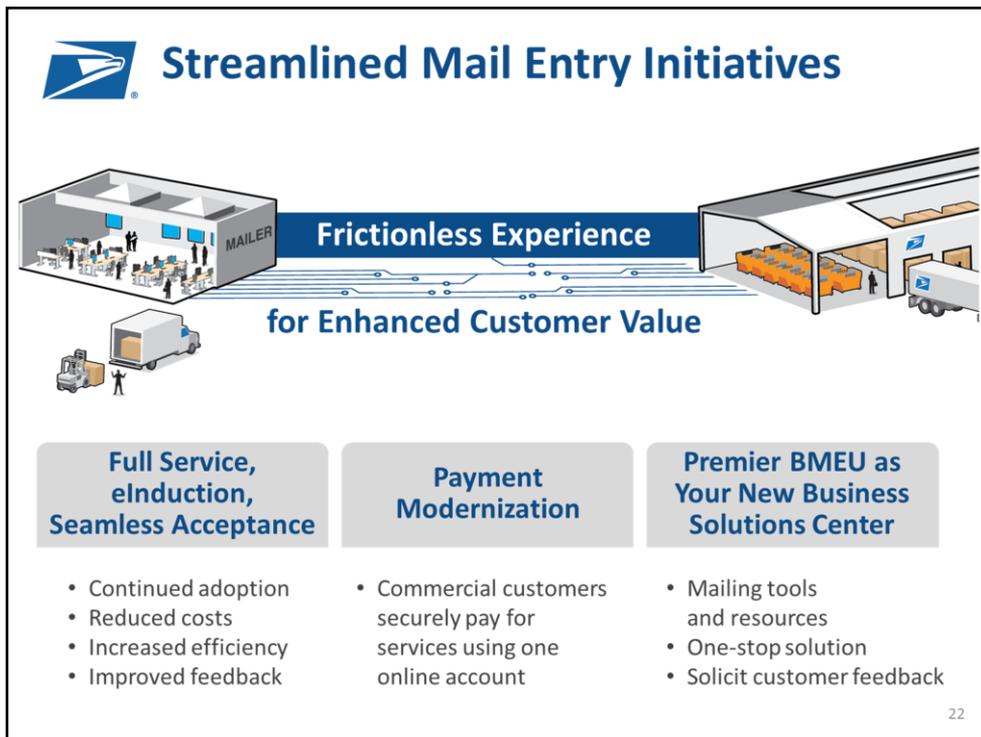


As I mentioned, our 1<sup>st</sup> Future-Ready pillar is to ‘Deliver a World-class Customer Experience’.

Every touchpoint, every interaction and every transaction with the Postal Service influences the customer experience and your perception of our brand. Your business is our business.

We are committed to creating a consistent brand experience across all our channels. We have embarked on a number of initiatives to take a hard look at our processes, technology and opportunities to streamline and simplify how customers interact with the Postal Service.

As industry partners, you all play a tremendous role in helping us understand how we can best improve or enhance your experience. And we know your experience starts with a frictionless mail preparation, acceptance and induction process.



**Full-Service, eInduction and Seamless Acceptance**

- Full-service, eInduction and Seamless Acceptance are three initiatives designed to streamline your mail entry experience. The programs leverage Intelligent Mail barcodes (IMb™), eDoc, container barcodes, handheld scanner technology and mail processing equipment scans to provide end-to-end visibility into the mailstream.
- eInduction simplifies the induction of drop shipments and expedited plant load mailings and verifies the payment and preparation of commercial mail containers.
- Seamless Acceptance answers two critical questions: (1) Has every piece of mail been paid for? AND (2) Was every piece of mail paid for at the correct rate. Results of these verification are available by viewing the mailer scorecard.
- The Mailer Scorecard has been tested through MTAC Task Team 23 with positive results on data accuracy. The USPS continues to work with industry to address undocumented processes and the manual Seamless sampling process. Once these items are resolved, we will open the program up to all mailers.

**Payment Modernization:**

- The Payment Modernization initiative will replace current product-centric payment systems with a single, secure centralized payment and account management system. Accounts will be created and managed online through the Enterprise Payment system, eliminating the need for hard copy forms and simplifying account setup and management.
- Deployed in a phased approach, the first phase is launching in the Fall of 2016 and enables customers to pay for PO Box, Caller, and Reserve Services via a new online application.

**Business Solution Center:**

- Formerly known as the Premier Business Mail Entry Unit (BMEU), the Business Solution Center's mission is to provide world class, one-stop, solution-oriented customer service.
- The Business Solution Centers identify the best mailing solutions for customer's commercial mailing needs through consultation, diagnostics, research, recommendations, and hands-on assistance.
- BMEUs obtain this level of service by meeting set requirements including completing 30 hours of training, implementing a Lean Six Sigma process at the unit, and offering the latest mailing tools and technology to its customers.
- Currently 29 BMEUs are certified as BSCs with an additional 62 locations slated to join the program by the end of the year.

**beta PostalPro™** **Value of PCC Network**

**PCC Advisory Key Initiatives**

**PCC Publication 286**

**PCC Cafes and Educational Workshops**

**PCC Events and Meetings**

**National PCC Week**

**PCC Insider**

**Social Media**

**Private and Public Access**

**New PCC Portal Access (Demo)**

**Visit [beta.postalpro.usps.com/pcc-portal](https://beta.postalpro.usps.com/pcc-portal)**

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Another way we are looking to improve the mailing community’s experience is through more seamless information sharing.

Currently, under development, in conjunction with the redesign of RIBBS, called Postal Pro, we are launching a demo of a PCC Portal.

In the PCC Portal, you will find centralized information giving you access to a wide variety of information, including PCC education and certification programs, current PCC Workshops in a box, PCC insider electronic newsletter, an updated PCC Boot Camp schedule.

If you need help jump-starting a PCC or referring to policy documents, you can find these here too, and much more.

Throughout the next couple months, we will continue to collect feedback from PCC members based on their demo experience, eventually launching a live PCC portal experience. Please check out the demo by visiting [postalpro.com/pcc-portal](https://postalpro.com/pcc-portal).

**Enhanced  
Hardcopy Mail**

**Preview of  
Incoming Mail**

**The Extended  
Experience**

**Bringing Your Mail and Packages onto  
Consumer Smartphones and Devices**

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To enhance the experience, paper remains an excellent digital device when linked to a mobile platform. Informed Delivery bridges the physical mailbox with your daily, digital routine and it transforms the experience of mail for the customer.

With Informed Delivery the consumer sees the outside of the mail piece on a device – building expectation. When marketers offer a digital add-on, they can increase the impressions and conversion of their product or offer.

The Postal Service will continue to enhance that value of mail by providing more real-time data and analytics to our business customers. Informed Delivery is an exciting opportunity to capture rich data about customer preferences and buying behaviors.

Just consider the simple aspect of attribution. We'll be better able to demonstrate when a consumer has viewed the digital version of the mail, and what action they took. That will add significant value to mail.



The Postal Service is pivotal to industry growth and service is the foundation.

We will continue to invest in our infrastructure and incubate new products and services in order to continue to connect communities and conduct commerce.

By focusing on new digital product innovations, mail will remain central to building customer loyalty and ensuring customer retention.

Change is the new normal. We must anticipate disruptions and rapidly adjust to changes in the marketplace.

Our mission and our role mandate remains unchanged 240 years later – to Bind the Nation and we are committed to remaining future-ready.



**THANK YOU**

**Mark Your Calendars for 2017 PCC Week  
September 25-29, 2017**

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Thank you for your business and for your time today.

At this time, I'd be glad to take any questions you may have.