Using Informed Visibility (IMb) to Drive Continuous improvement in your Mail Delivery

Insight. Passion. Results.

Chris Armstrong

4/11/13

Topics of Coverage

- 1) USPS IMB Planning Tool
- 2) Overview USPS Full Service TEM Testing
- 3) Detailed Application and use of IMB Data
- 4) Case Study of Data in use
- 5) Aggregate Reporting
- 6) The “Must Have’s” in your mailing tool box

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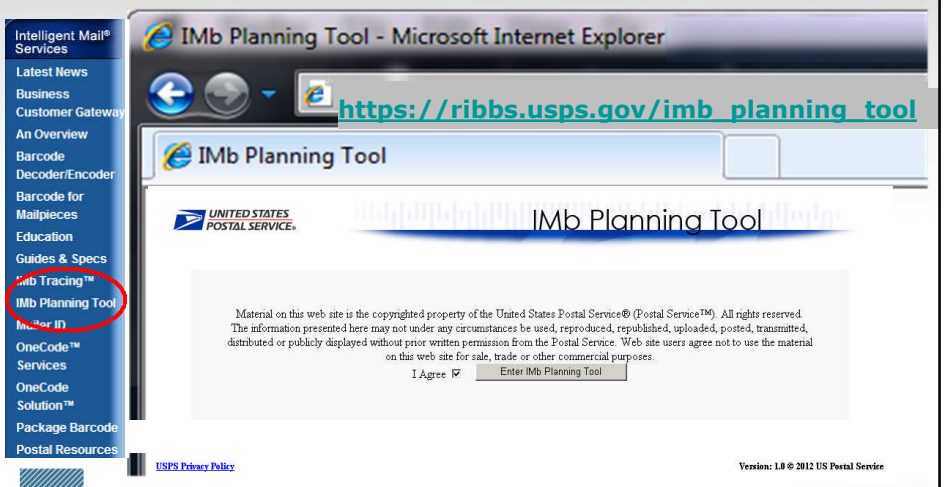
USPS IMb Planning Tool
RIBBS



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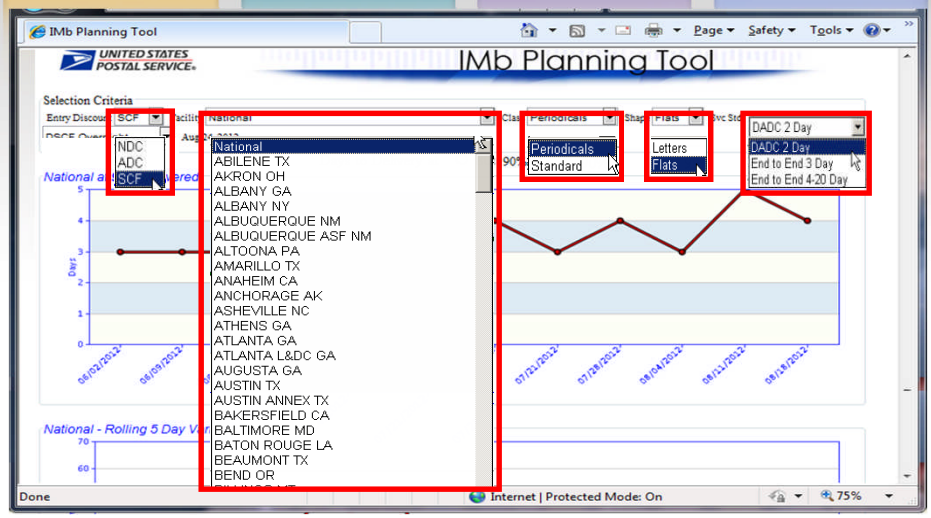
USPS IMb Planning Tool



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USPS IMb Planning Tool

Report: Days to % Delivered

Select "Days to Delivery at"

- **80% 85% 90% 95% 99%**

Shows the Service Variance in Days

- **"Tail of the Mail"**

Displayed by Week Beginning Date

- USPS week begins on Saturday

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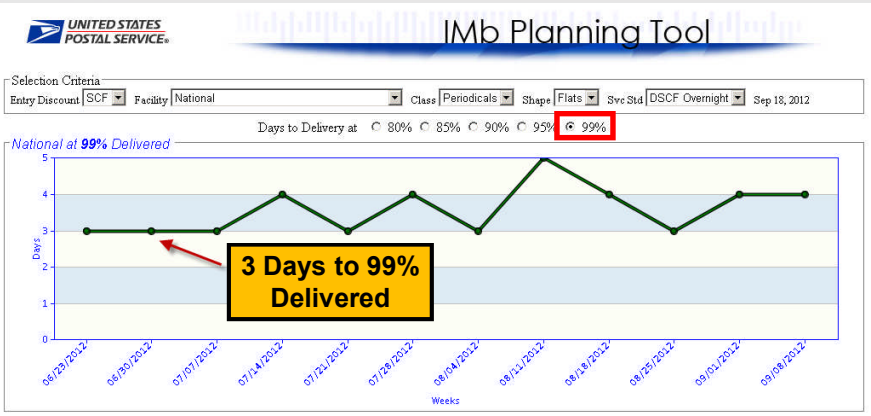
IMb Planning Tool

Report: Days to % Delivered



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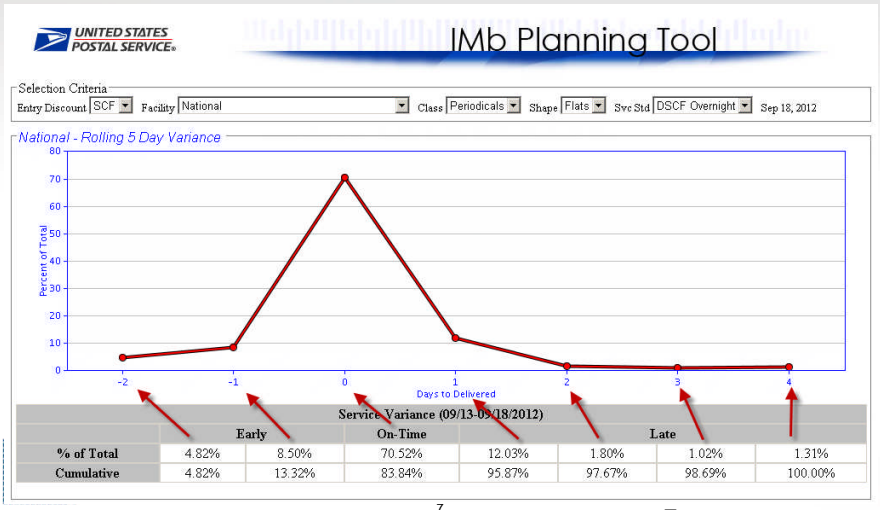
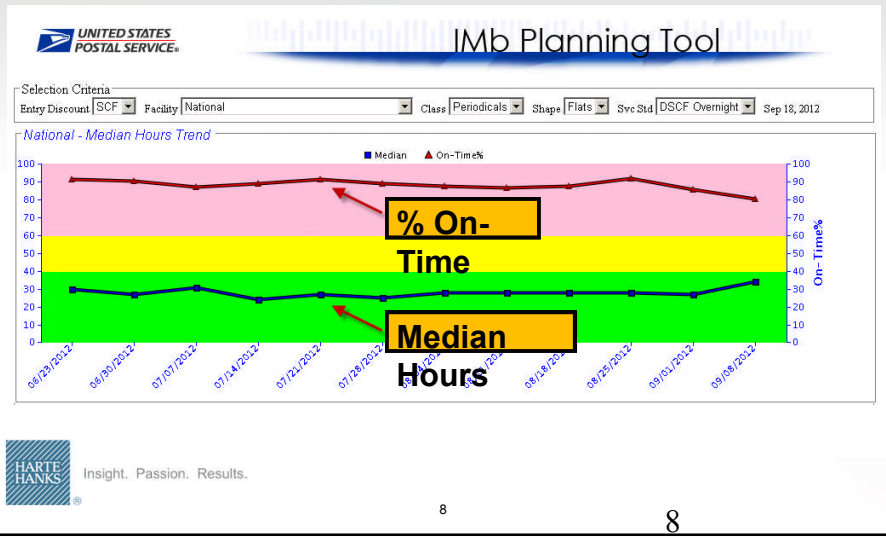
IMb Planning Tool
Report: Rolling 5-Day Variance



Service Variance (09/13-09/18/2012)							
	Early		On-Time		Late		
% of Total	4.82%	8.50%	70.52%	12.03%	1.80%	1.02%	1.31%
Cumulative	4.82%	13.32%	83.84%	95.87%	97.67%	98.69%	100.00%

USPS-IMb Planning Tool
Report: Median Hours Trend



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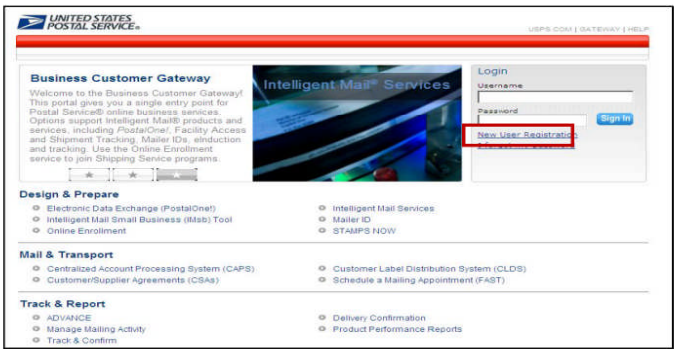
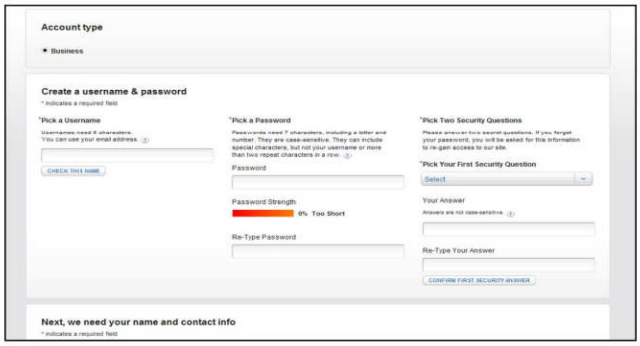
USPS Full Service- TEM Testing

1. Access BCG by going to: https://gateway.usps.com
2. Click on the New User Registration link on BCG Main Page



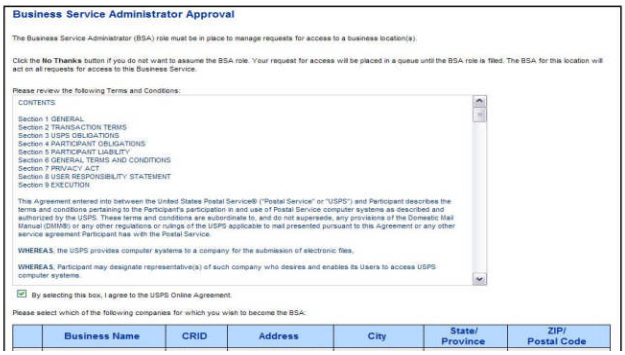
USPS Full Service-TEM Testing

3. Begin by creating a Business Account Profile. Enter the requested information, as shown to generate a business account username and password.

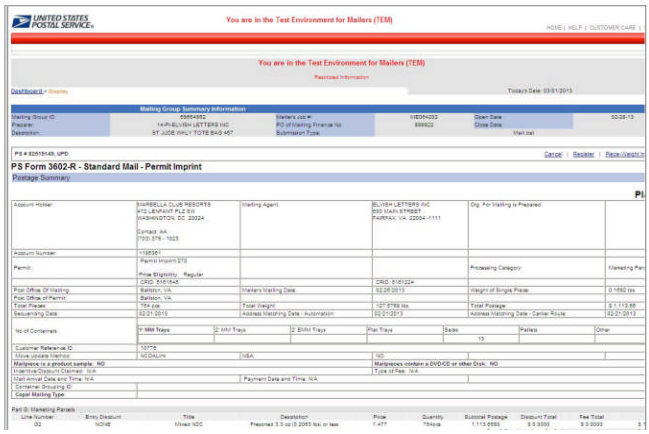


USPS Full Service- TEM Testing

9. When creating a new user account, if no one from this location has previously logged in and accepted the overall BSA role, you will be prompted to accept it. **If you do not accept it, all requests for services will be pending and you will be unable to proceed until someone accepts this role.**

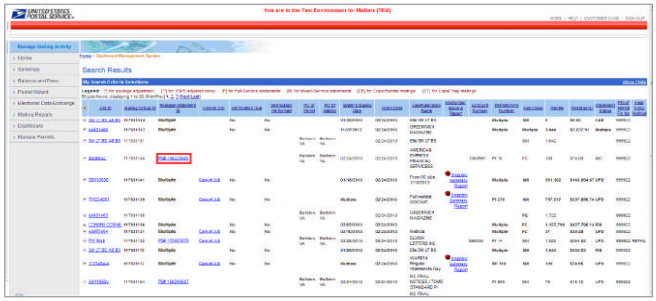


USPS Full Service- Tem Testing



Full Service-Tem Testing

8. Click on the mailing Job ID to view the Qualification Report.



9. Qualification Report view

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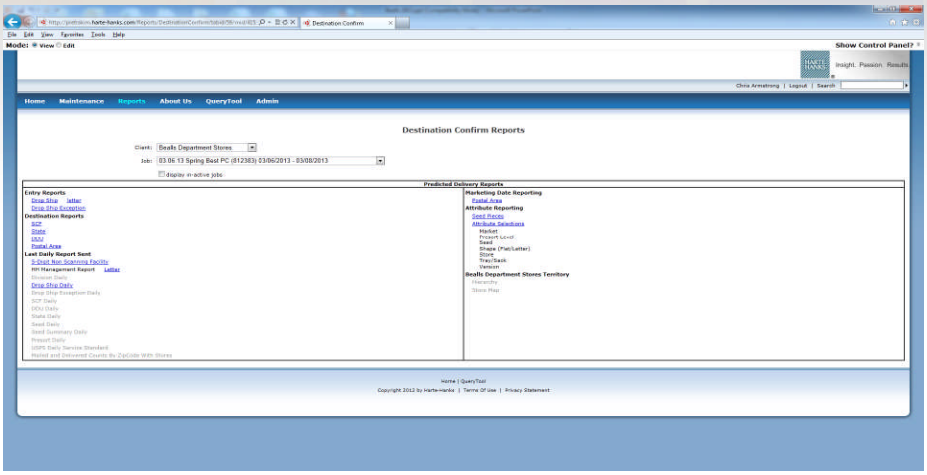
prEtrak Harte-Hanks Mail Tracking



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USPS Entry-Drop Ship Processing

Postal Processing Hierarchy

Harte-Hanks Facility

HH transportation

U.S.P.S.
Network Distribution Centers
(22 NDC's & 8 ASF's)

HH transportation

U.S.P.S.
Sectional Center Facility
(430 Total SCF's)

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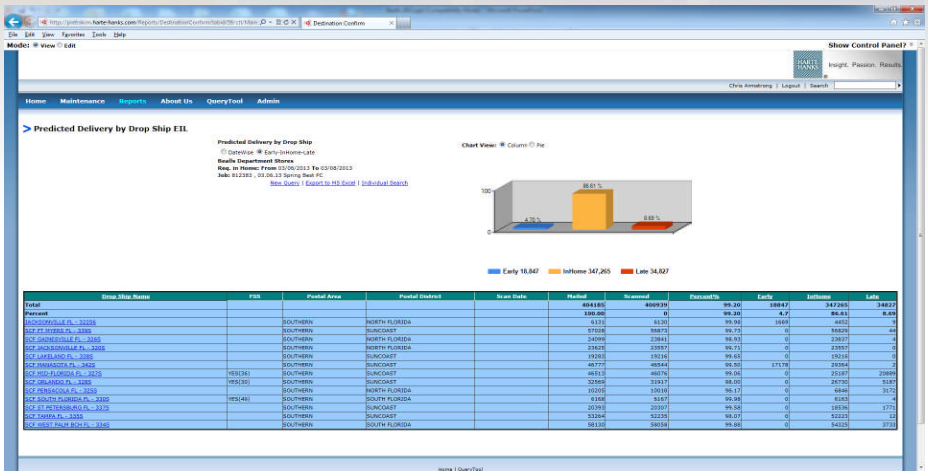
Drop Ship Reporting



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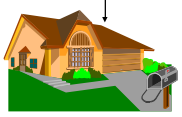
USPS Processing

U.S.P.S.
Sectional
Center
Facility

U.S.P.S.
Delivery Units
(32,528 DDUs)

U.S.P.S.
Postal Carriers
(259,025 carriers)



150,855,461 delivery points

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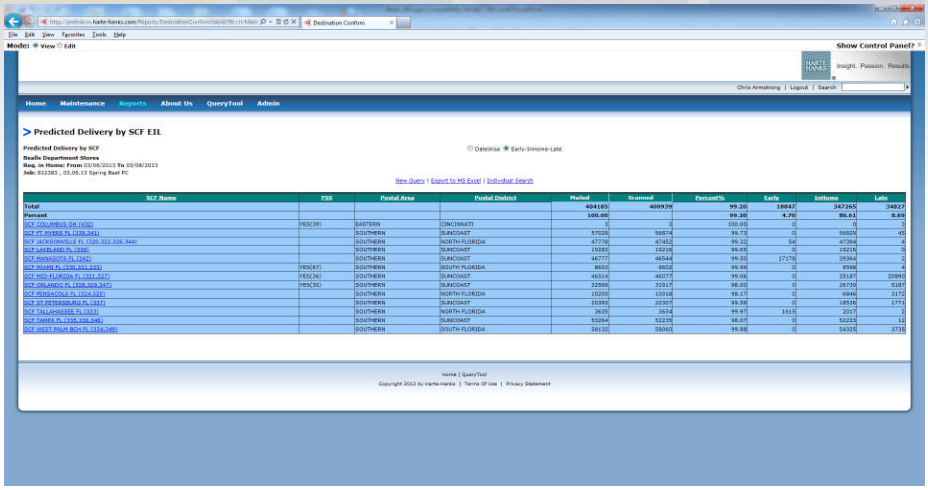
SCF Reporting



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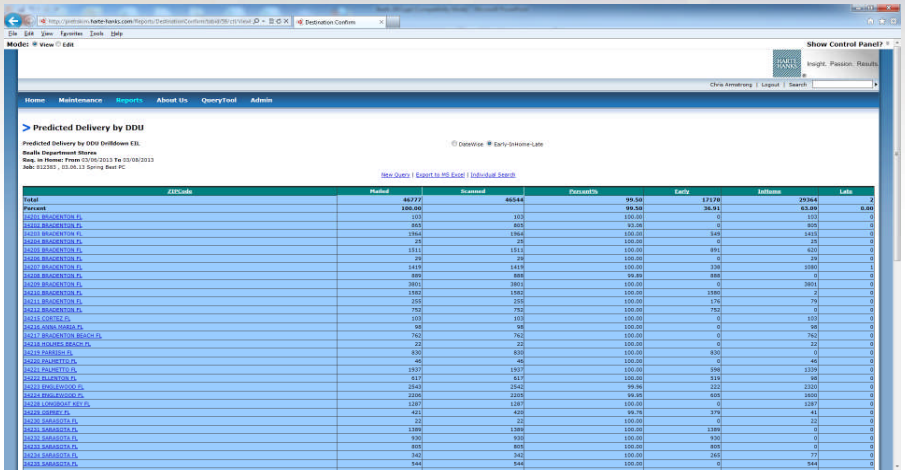
DDU Drill Down



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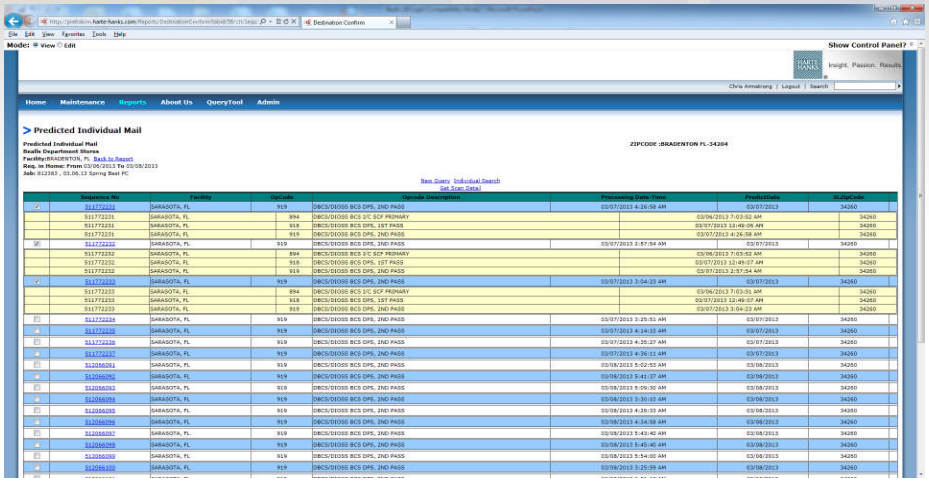
Actual Scan Data Detail



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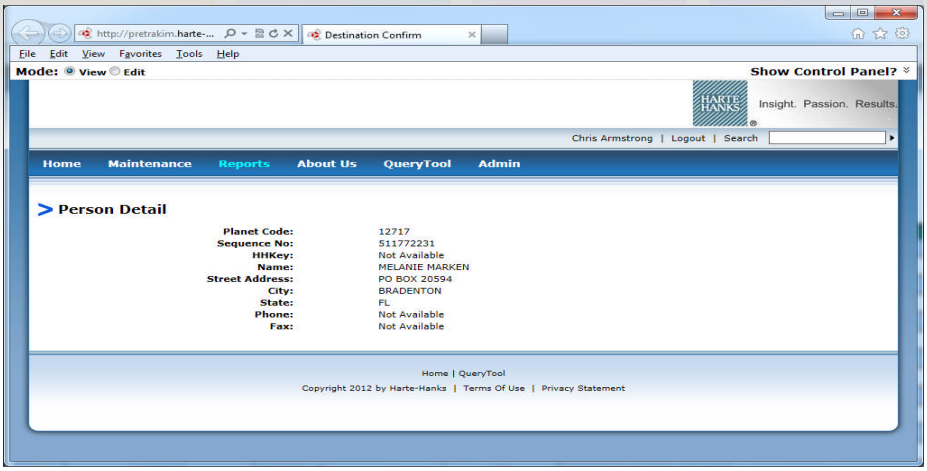
Individual detail record



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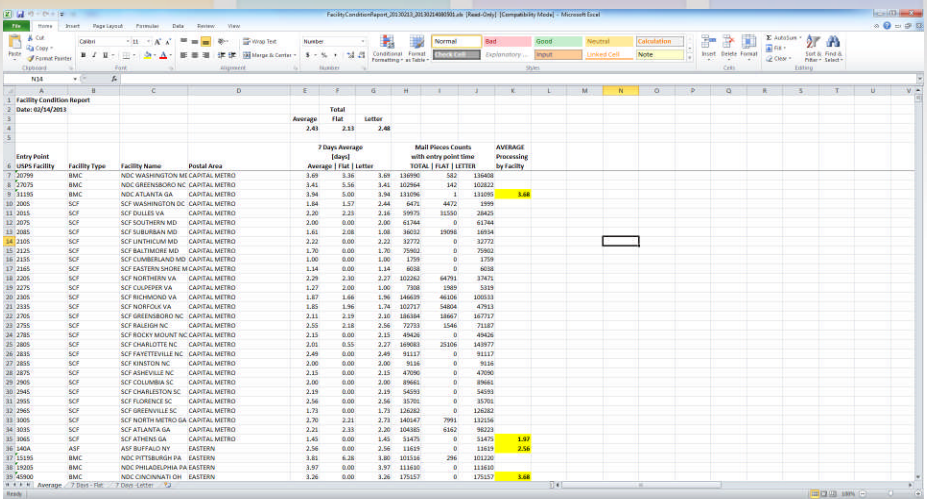
Harte-Hanks Facility Conditions Report



Facility Condition Report
Date: 02/14/2013

Entry Point USPS Facility	Facility Type	Facility Name	Postal Area	7 Days Average [days] Average	Flat	Letter	Mail Pieces Counts with entry point time TOTAL	FLAT	LETTER	AVERAGE Processing by Facility
				2.41	2.33	2.48				
20799	BMC	NDC WASHINGTON MD	CAPITAL METRO	3.69	3.36	3.69	136990	582	136408	
27075	BMC	NDC GREENSBORO NC	CAPITAL METRO	3.41	5.56	3.41	102964	142	102822	
31195	BMC	NDC ATLANTA GA	CAPITAL METRO	3.94	5.00	3.94	131096	1	131095	3.68
2005	SCF	SCF WASHINGTON DC	CAPITAL METRO	1.84	1.57	2.44	6475	4472	1999	
2015	SCF	SCF DULLES VA	CAPITAL METRO	2.20	2.23	2.16	59975	31550	28425	
2075	SCF	SCF SOUTHERN MD	CAPITAL METRO	2.00	0.00	2.00	61744	0	61744	
2085	SCF	SCF SUBURBAN MD	CAPITAL METRO	1.61	2.08	1.08	36032	19098	16934	
2105	SCF	SCF LINTHICUM MD	CAPITAL METRO	2.22	0.00	2.22	32772	0	32772	
2125	SCF	SCF BALTIMORE MD	CAPITAL METRO	1.70	0.00	1.70	75902	0	75902	
2155	SCF	SCF CUMBERLAND MD	CAPITAL METRO	1.00	0.00	1.00	1759	0	1759	
2165	SCF	SCF EASTERN SHORE M	CAPITAL METRO	1.14	0.00	1.14	6038	0	6038	
2205	SCF	SCF NORTHERN VA	CAPITAL METRO	2.29	2.30	2.27	102262	64791	37471	
2275	SCF	SCF CULPEPER VA	CAPITAL METRO	1.27	2.00	1.00	7308	1989	5319	
2305	SCF	SCF RICHMOND VA	CAPITAL METRO	1.87	1.66	1.96	146639	46106	100533	
2335	SCF	SCF NORFOLK VA	CAPITAL METRO	1.85	1.96	1.74	102717	54804	47913	
2705	SCF	SCF GREENSBORO NC	CAPITAL METRO	2.11	2.19	2.10	186384	18667	167717	
2755	SCF	SCF RALEIGH NC	CAPITAL METRO	2.55	2.18	2.56	72733	1546	71187	
2785	SCF	SCF ROCKY MOUNT NC	CAPITAL METRO	2.13	0.00	2.13	49426	0	49426	
2805	SCF	SCF CHARLOTTE NC	CAPITAL METRO	2.01	0.55	2.27	169083	25106	143977	
2835	SCF	SCF FAYETTEVILLE NC	CAPITAL METRO	2.49	0.00	2.49	91117	0	91117	
2855	SCF	SCF KINSTON NC	CAPITAL METRO	2.00	0.00	2.00	9116	0	9116	
2875	SCF	SCF ASHEVILLE NC	CAPITAL METRO	2.15	0.00	2.15	47096	0	47096	
2905	SCF	SCF COLUMBIA SC	CAPITAL METRO	2.00	0.00	2.00	89681	0	89681	
2945	SCF	SCF CHARLESTON SC	CAPITAL METRO	2.19	0.00	2.19	54593	0	54593	
2955	SCF	SCF FLORENCE SC	CAPITAL METRO	2.56	0.00	2.56	35701	0	35701	
2965	SCF	SCF GREENVILLE SC	CAPITAL METRO	1.73	0.00	1.73	126282	0	126282	
3005	SCF	SCF NORTH METRO GA	CAPITAL METRO	2.70	2.21	2.73	140147	7991	132156	
3035	SCF	SCF ATLANTA GA	CAPITAL METRO	2.21	2.33	2.20	104385	6162	98223	
3065	SCF	SCF ATHENS GA	CAPITAL METRO	1.45	0.00	1.45	51475	0	51475	1.97
140A	ASF	ASF BUFFALO NY	EASTERN	2.56	0.00	2.56	11619	0	11619	2.56
15198	BMC	NDC PITTSBURGH PA	EASTERN	3.81	6.28	3.80	101516	296	101220	
19305	BMC	NDC PHILADELPHIA PA	EASTERN	3.97	0.00	3.97	113610	0	113610	
45900	BMC	NDC CINCINNATI OH	EASTERN	3.26	0.00	3.26	175157	0	175157	3.68

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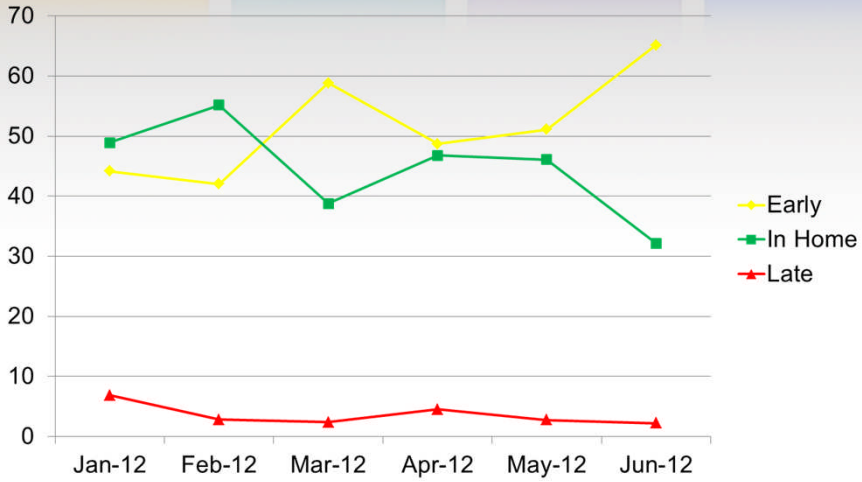
2012 Harte-Hanks Delivery Performance Letters



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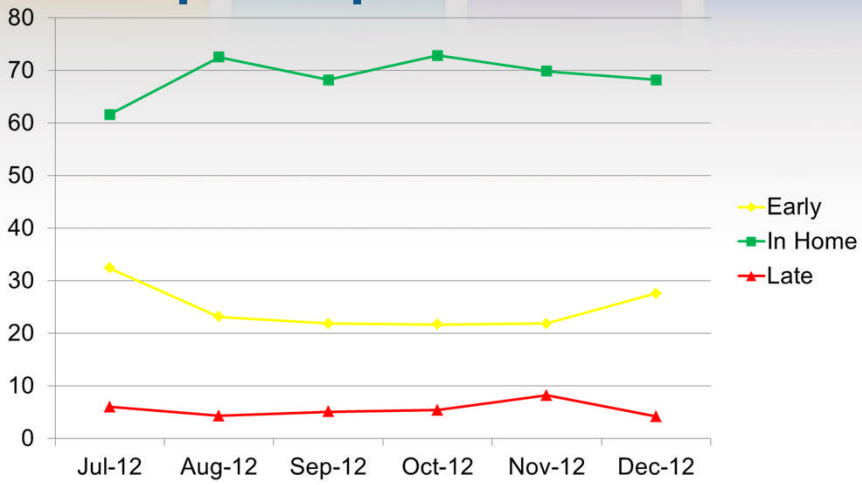
2012 Harte-Hanks Delivery After Facility Cond Report Adopted- Letters



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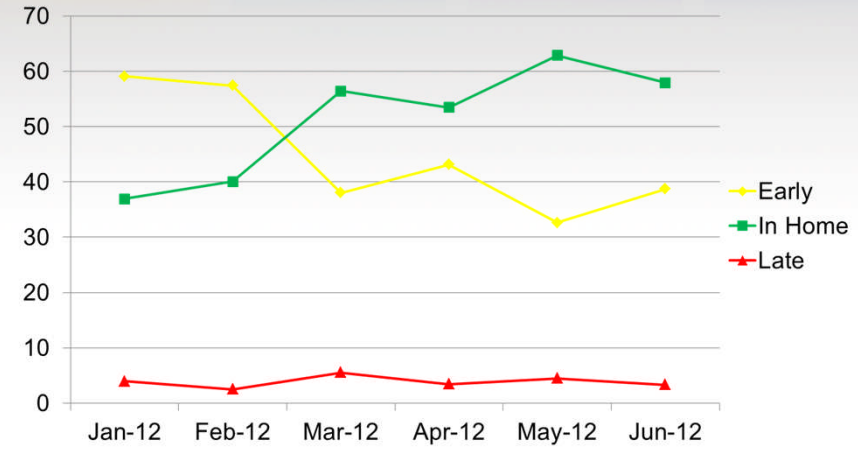
2012 Harte-Hanks Delivery Performance –Flats



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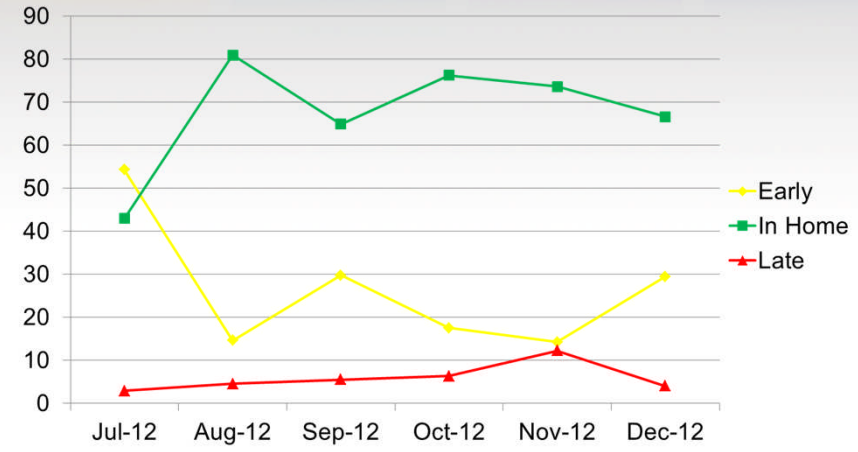
2012 Harte-Hanks Delivery After Facility Cond Reporting Adopted –Flats



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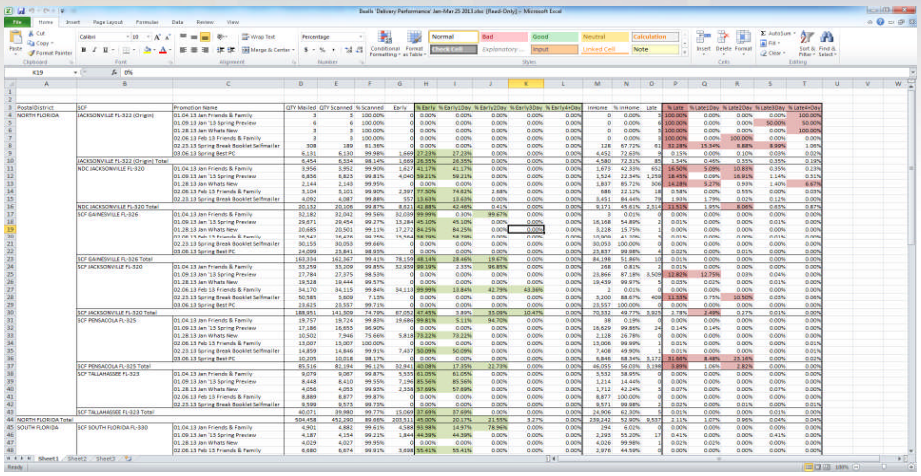
Monthly Trend Analysis by Area/District/Facility



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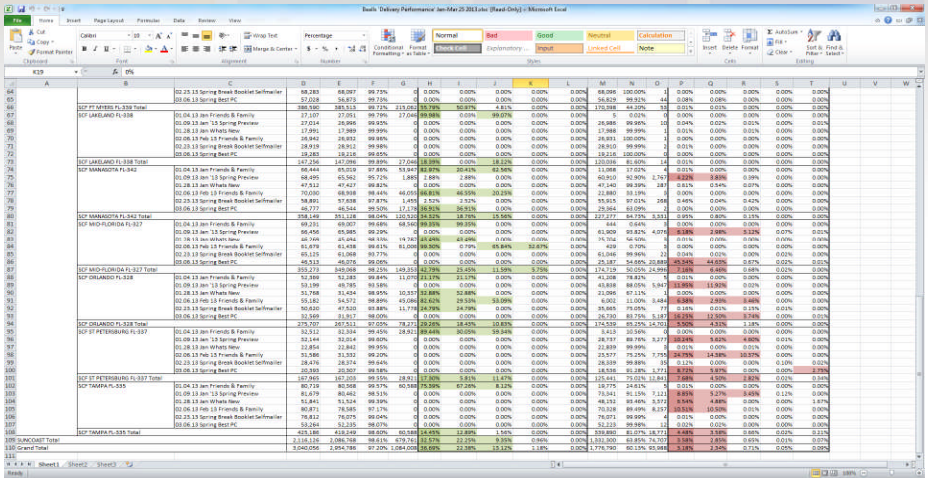
Monthly Trend Analysis by Area/District/Facility



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Questions?

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