



Mailing Industry Task Force Progress Overview: Industry Calls for an Enhanced Mail Channel Easier to Use, Flexible and Relevant

In the six months since publishing its report, *Seizing Opportunity*, the Mailing Industry Task Force (MITF) has broadened the scope of its work, added industry representatives and working committees, and received recognition from the mailing community. The fall report's recommendations – Task Force co-chairmen Michael Critelli, Chairman and Chief Executive Officer of Pitney Bowes, and Deputy Postmaster General John Nolan had stated at the time – would, if implemented, make mail a more competitive communications channel and better able to respond to customers' needs, and would unify the industry.

The Task Force, immediately following the presentation of its report at the Denver Postal Forum, created eight committees to refine each recommendation and the strategic initiatives proposed in support of each, and to develop action plans for their implementation. Each committee was co-chaired by a member of the Task Force's CEO-level Steering Committee and by an Officer of the United States Postal Service.

“The overall impact of these initiatives, once they're realized,” said Task Force co-chairman Critelli, “will be to transform the mail channel into a medium that's easier to use, more flexible, data-enhanced and relevant to today's customer needs.”

Added co-chairman Nolan: “The work done by the Task Force is an effective complement to the Transformation Plan just released by the Postal Service. In order to succeed in the future, the Postal Service requires a commitment to innovation and efficiency both from its own workforce and from its partners in mail. The Task Force initiatives reflect how well that partnership can work.”

The eight MITF committees currently have 30 work groups with over 120 representatives from more than 65 companies studying how best to further develop and implement the recommendations and their initiatives.

The progress made to date by each committee, and the Task Force's planned actions going forward, are described in the individual report in this folder.

Task Force Progress to Date

Improve Address Quality

The Task Force committee assigned to address quality improvement is co-chaired by Charles Morgan, Company Leader of Acxiom, and Postal Service Senior Vice President and Chief Technology Officer, Charles Bravo. Supported by a team of USPS technology specialists, committee members include representatives from Acxiom, Advance Services Presort Inc., Prudential Financial, First USA, Progressive Insurance, Time Customer Service, Inc. and Harte-Hanks.

Implement an Industry Council

The Task Force committee assigned to industry council implementation has no Postal Service representation, and the USPS will not participate in its establishment or activities, per its governing statute. The committee is co-chaired by Michael Critelli, Chairman and CEO, Pitney Bowes, and by David Sable, President and CEO, Wunderman. The companies participating on the committee include ADVO, Lockheed Martin, the Association for Postal Commerce, Paramount Cards, Capital One, R.R. Donnelley, the Direct Marketing Association, Symbol Technologies, and DraftWorldwide.

Create Enhanced Payment Systems and Commercial Credit Options

The Task Force created a committee to comprehensively review the recommendation and its proposed initiatives that includes representatives from ADVO, American Express, Capital One, Computer Services Corporation, the Department of Defense, DST Output Solutions, Fingerhut, J.C. Penney, McGraw Hill, Pitney Bowes, Relizon, R.R. Donnelley and SBC Service

Communications. Co-Chaired by Gary Mulloy, the Chairman and CEO of ADVO, and Bob Pedersen, Vice President, Treasurer of the U.S. Postal Service, the committee was supported by postal payment specialists.

Promote Development of “Intelligent” Mail

A committee created to further develop the Task Force’s “intelligent” mail proposals included representatives from Pitney Bowes, Symbol Technologies, DST Output, Westvaco, Stamps.com, Canon, Hewlett-Packard, Lockheed Martin, MBNA, IBM, NCR, the White House Office of Science and Technology Policy, and Neopost North America. Co-chaired by Michael Critelli, the Chairman and CEO of Pitney Bowes and Postal Service Senior Vice President Charlie Bravo, the Service’s Chief Technology Officer, and Tom Day, USPS Vice President for Engineering, it was supported by a team of postal specialists in both technology and engineering.

Develop a Strategy to Optimize the Postal Network for Customer Value, Pricing, Security and Reliability

The Task Force created a committee co-chaired by William Davis, Chairman and CEO of R.R. Donnelley and Postal Service Senior Vice President, Operations, John Rapp to further develop network optimization. Members included representatives from JC Penney, R.R. Donnelley, ADVO, Automated Data Processing, Mid-America Mailers, Quad Graphics, Gruner & Jahr, McGraw Hill, PSI Group, Neiman Marcus, Publishers Press, Coldwater Creek, DFS/Spiegel, Fingerhut, Advance Presort Services, Inc., Capital One, Time Customer Service, Inc., and Time Inc. A team of postal network specialists supported the committee.

Standardize Mail Preparation, Containerization and Entry Requirements

A committee created to address the Task Force’s recommendation on prep and entry standardization included representatives from JC Penney, R.R. Donnelley, ADVO, Automated Data Processing, Mid-America Mailers, Quad Graphics, Gruner & Jahr, McGraw Hill, PSI Group, Neiman Marcus, Publishers Press, Coldwater Creek, DFS/Spiegel, Fingerhut, Advance Presort Services, Inc., Capital One, Time Inc., and Time Customer Service. Co-chaired by William Davis, Chairman and CEO of R.R. Donnelley and Postal Service Senior Vice President, Operations, John Rapp, the committee was supported by a team of postal operations executives.

Develop a Competitive Pricing Strategy

A committee created to address the Task Force’s pricing proposals included industry representatives from JC Penney, ADVO, Time, Inc., Capital One, Computer Services Corporation, Fingerhut, the Greeting Card Association, DST Output Solutions, Pitney Bowes, PSI Group and R.R. Donnelley. Co-chaired by Gary Mulloy, Chairman and CEO of ADVO, and Steve Kearney, the Postal Service’s Vice President for Pricing and Classification, the committee was also assisted by several postal executives responsible for both pricing and payment functions. A representative of the Postal Rate Commission also participated in committee deliberations.

Consumer Gateway Services

The Consumer Gateway Services Committee co-chairmen are Dr. Jerome Swartz, Chairman and CEO of Symbol Technologies, and Nicholas Barranca, USPS Vice President for Product Development. Members include industry representatives from Symbol Technologies, Inc., Northrop Grumman, IBM Global Services, Dell Computer, CVS, Inc., Harte-Hanks, Blockbuster Video, Honeywell, Swedish Post, Lockheed Martin Distribution Technologies, Siemens-USA, Royal Ahold-USA, Sears, Wal-Mart, Wunderman and Philips International.

Future Actions

The Task Force intends to continue working closely with the Postal Service to refine and implement its eight recommendations and their strategic initiatives. In the six months between the spring and fall Postal Forums, the Task Force Steering Committee and its recommendation committees will act on the action plans announced this spring. By the fall Forum, the Task Force expects to present specific results from its planning, and announce next steps based on those results.

“All along, we have made it clear that our report and recommendations were not simply a document,” said co-chairman Critelli, “but a call to action to which we would respond. Our response is underway, but this is just the beginning of the transformation of mail.”