

# Five Actions to Address Strategic Postal System Changes

Take Charge to Proactively *Do Something!*  
to Conquer the DFA Plan



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An eBook by BCC Software



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## Introduction

Under the leadership of Postmaster General (PMG) Louis DeJoy, the USPS® is implementing bold and necessary changes to the largest postal delivery network in the world as part of their Delivering For America (DFA) plan. When completed, it will transform an outdated, costly, and inefficient system into an optimized and enhanced, integrated mail and package delivery network, designed for future growth and sustainability.

The mailing industry has many questions about the new network and its innovative enhancements, but the real question you should ask yourself is what are you doing to align and adapt your organization to this bold initiative? We cannot afford to be spectators and do nothing.

BCC Software has created an easy-to-follow strategic plan that you and your mailing organization can use to [Do Something!](#) to proactively address these postal changes!

### Expertise Matters

Adding or upgrading solutions from BCC Software can pay off immediately. Working with a postal expert or using postal solutions such as BCC Software’s offerings will help you capture all the savings that are possible.

[Talk with the experts at BCC Software](#) today to see what’s possible.

# Do Something!

## 5 Actions to Proactively Address Strategic Postal Changes



### *Do Something!* Actions Overview

“We’ve heard a lot of talk and concern about the changes and challenges related to the DFA. We think that it’s time to stop talking and start doing something now to be prepared. That’s why we’ve created a five-point strategic plan for MSPs to better prepare for the Delivering For America plan, and to make every mailpiece count.”

— Chris Lien, EVP Postal Affairs for BCC Software

#### The Five *Do Something!* Actions

Below are five [\*Do Something!\*](#) actions you can implement to strategically address the evolving postal landscape.

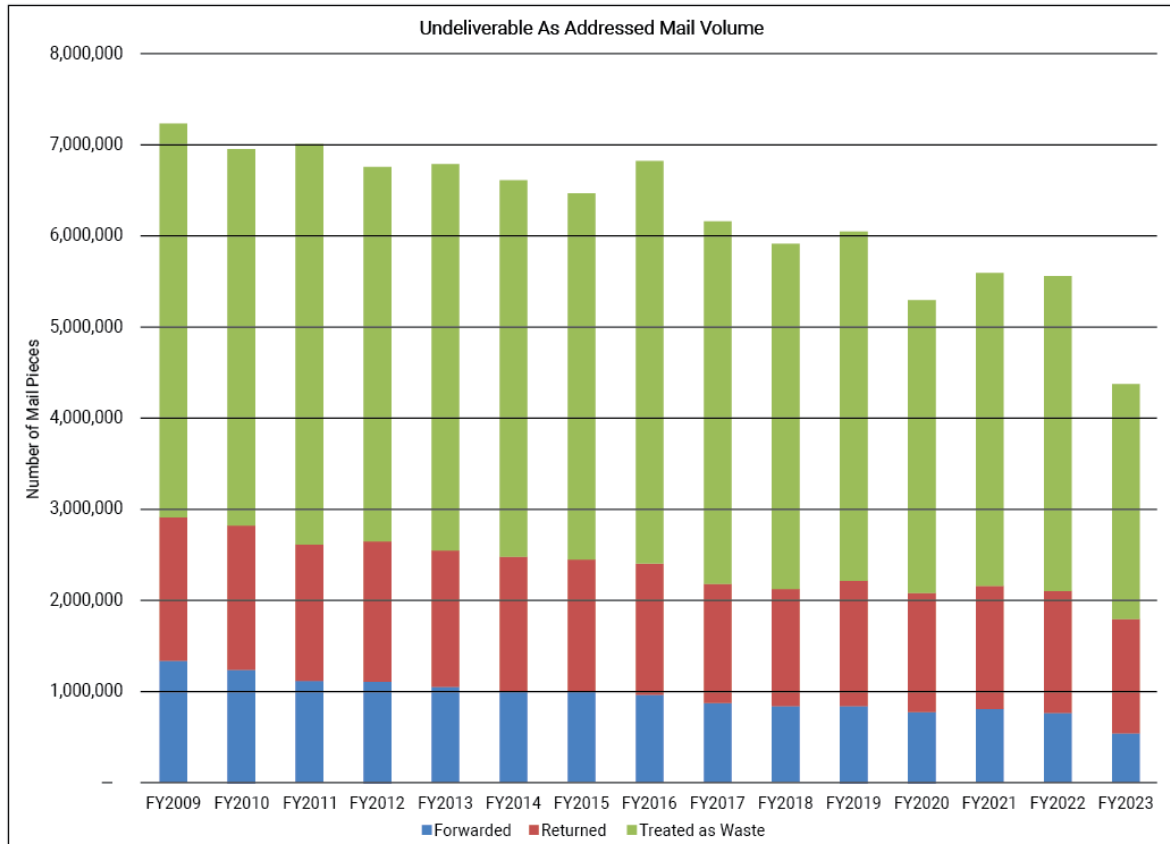
These actions focus on leveraging technologies and tactics that enhance operational efficiency, improve mail and address quality, and maximize the value of your mailing efforts.

They are designed to guide you from basic to advanced levels of implementation—categorized as good, better, and best—to ensure that every step adds significant value and aligns with the USPS® enhancements.

1. Reduce Undeliverable As Addressed (UAA) Mail
2. Increase Mail Value With USPS® Promotions
3. Automate Your Mailing Workflows
4. Optimize Time Sensitive In-Home Mailings
5. Mitigate Mailer Scorecard Mishaps

Dive into each of the actions in the following pages.

# Action 1: Reduce Undeliverable As Addressed (UAA) Mail



Built with data from <https://postalpro.usps.com/uaarollup>

Reducing undeliverable and returned mail improves direct mail response rates — and incorrect addresses delay mail delivery. In their FY2023 data\*, USPS® notes that 5% or more of addresses in a typical mailing list are incorrect, 1.2 billion pieces of mail are returned to sender and 2.5 billion pieces of mail per year are considered waste by the USPS®. What a **lost opportunity** for the mailing industry, particularly in an election year.

Avoid delayed mail delivery and waste using address correction and deceased suppression data services.

While progress has been made to improve address quality over the years, the quest for the perfect address needs to continue. We suggest what we call the “3C” (**complete, correct, current**) approach to address quality as a great way to achieve timely and predictable mail piece delivery.

**Let’s look at three approaches to reduce UAA mail value, ranked as good, better, and best actions.**



## Good Ways to Reduce UAA Mail: Use CASS-certified Software

A good approach, and the foundation for effective address quality is to use USPS® CASS-certified software like BCC's Mail Manager, BulkMailer® SMB, and BCC Architect solutions to ensure the address is complete and correct.

USPS® CASS certification did not change much until the 2023 CASS Cycle O. Learn about some of the changes and opportunities for improved address quality in a [recent expert presentation](#).

With rising costs and tighter budgets, it's important for your company and your clients to reduce waste and increase the response rates of mailings you produce.



**BCC Mail Manager™**  
End-to-end mail processing



**Bulk Mailer® SMB**  
Mass mailing, made simple.



**BCC Architect™**  
Comprehensive contact data quality



## Better Ways to Reduce UAA Mail: Use Move Update Solutions

The USPS requires mailers to use an approved Move Update solution to have a complete, correct, and current address prior to mailing. An effective pre-mailing solution is NCOA<sup>LINK</sup>®. Used monthly, it is a very effective way to keep your addresses current.

Because everyone doesn't file a change-of-address with the USPS, a Proprietary Change Of Address (PCOA) can be useful. PCOA contains aggregated inferred change-of-addresses from multiple sources.

As with other address quality products, there are various return codes that should be carefully reviewed and leveraged to ensure you have a current address.

**NCOA<sup>LINK</sup> Services**

Keep your address lists complete, correct, and current for less.

**Proprietary Change of Address (PCOA)**

Find moves not reported to the USPS.



## The Best Ways to Reduce UAA Mail: Combine the Above with Address Suppression services

We've discussed improving mail that is undeliverable. In the "best" category is improving mail that's ineffective using advanced data services. Removing ineffective mail reduces wasted and returned mail and improves response rates.

Let's take a closer look at secondary correction and suppression as two of the best ways to reduce UAA mail.

Secondary address correction services like BCC Software's Address Resolution Services (ARS) can repair addresses labeled "broken" by CASS and DPV and returned to a mailing list for prompt and efficient delivery. ARS does this advanced detective work for you and corrects address data deemed undeliverable.

Over 3 million Americans die each year and sending them mailpieces is not only ineffective, but can also be viewed as insensitive. By suppressing these addresses, you not only achieve the best approach to address quality, you also improve the overall response rate.

### Address Resolution Service

Make every residential  
address in your  
database valuable.

Let's *Do Something!*

to improve the value of mail  
and increase response rates.

## Summary: Reduce Undeliverable As Addressed (UAA) Mail

While progress has been made to improve address quality over the years, there were more than 4.3 billion pieces of UAA mail in 2023. **According to the USPS, over 3.5 billion of that was treated as waste or returned to sender!**

### Good

Use USPS® CASS-certified software to make sure the address is complete and correct.

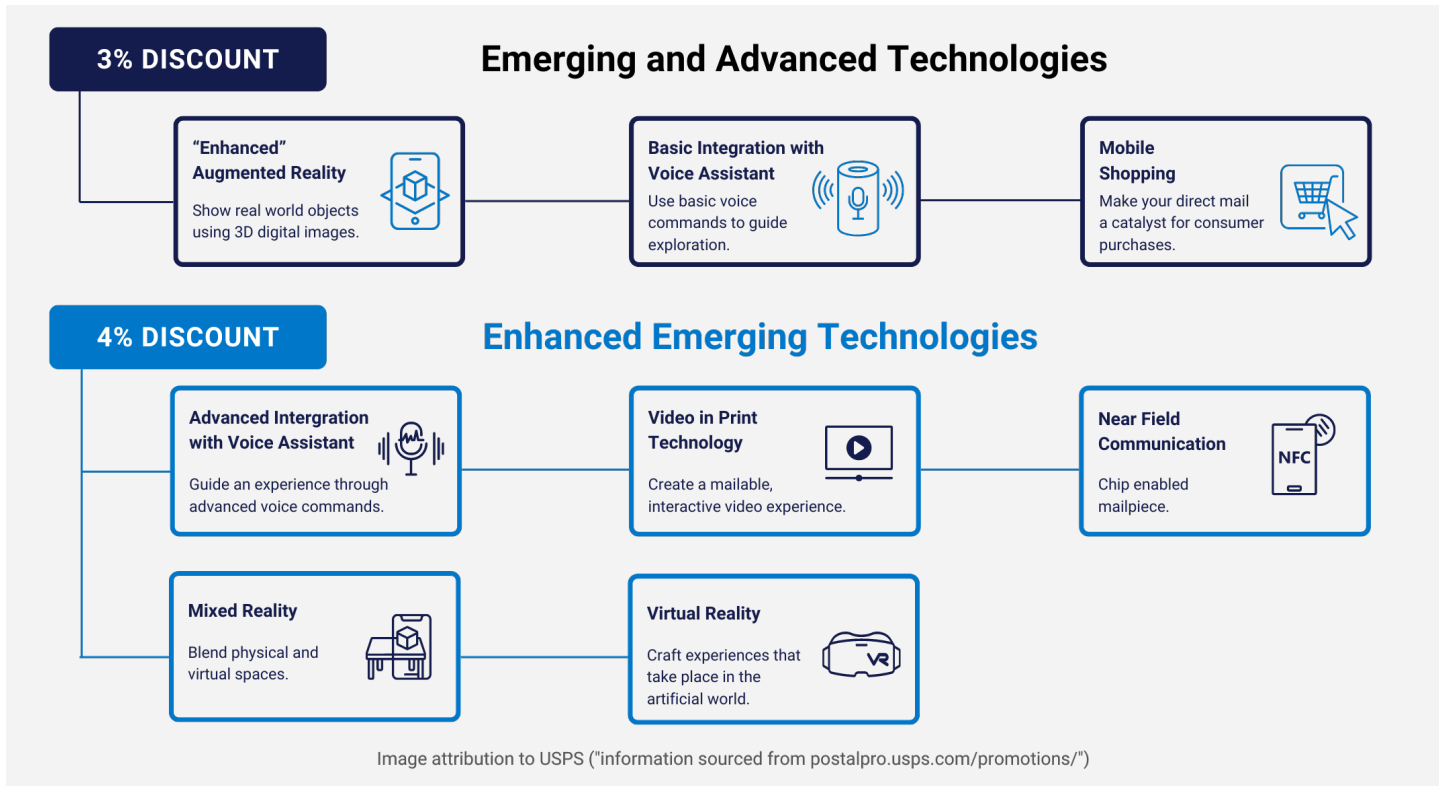
### Better

Use NCOA<sup>Link</sup>® and Proprietary Change Of Address (PCOA) to make sure the address is current.

### Best

Leverage suppression services to remove ineffective mail pieces such as those sent to deceased individuals.

## Action 2: Increase Mail Value With USPS® Promotions



Postage rates are forecast to increase by 10% to 15% in the next 12 to 18 months, with the largest increase in decades coming in July. Do you want to maximize your mail value and simultaneously offset postage increases?

Stop leaving postal discounts on the table: apply for and use USPS® promotional discounts. The USPS offers promotional discounts of 3% to 6% based on various ways to enhance the value of the mail piece, and combining the high touch of mail with high-tech you can achieve response rates of 10% or more!

Taking advantage of USPS promotions is a win-win. You lower your postage, and bridge the high-touch of mail with hi-tech digital complimentary messaging.

This multichannel effect is a game changer for both you and your customers and is more accessible than you may realize. In fact, you may already be mailing eligible pieces and simply need to apply for the discount.

To help you maximize your mailing with USPS promotions, we created a USPS promotions resource page. Our resource page offers technical promotion information, a helpful presentation about maximizing postal savings and an eBook, ["Overcoming 6 Common Challenges to Achieving Valuable Postage Savings"](#).

**Let's look at three approaches to increase mail value with USPS promotions using good, better, and best actions.**



## A Good Way to Increase Mail Value: Take Advantage of Emerging and Advanced Technology Promotions

**Emerging and Advanced Technology promotions** are six months long and you can choose your start date! By adding a call to action on the mailpiece to trigger a voice assisted device, you can earn a 4% discount simply asking the mailpiece recipient to say: “Alexa, have ABC Travel plan my daily itinerary for my trip to the Bahamas next month”.

Or how about adding a QR Code that takes the mail recipient to a mobile enabled shopping experience? You may already be doing this now and could earn a 3% postage discount! If you are doing this now, you will want to sign up for it quickly as the USPS will be changing the rules on this promotion in 2025 making it more difficult to participate.



## A Better Way to Increase Mail Value: Leverage Informed Delivery

Did you know that over 30 million households have at least one person subscribed to Informed Delivery? Each day, they receive a grayscale image of the mailpieces that are going to be delivered that day. Why not fully leverage Informed Delivery by uploading a color replacement image (known as a ride-along) that is reflective of the mailpiece with a compelling call to action, and earn a 4% discount for the mailer, and a 0.5% discount for the eDoc Submitter! With Informed Delivery, you can immediately get into multichannel marketing and significantly improve the response rate for your direct mail campaigns.



**BCC Mail Manager™**  
End-to-end mail processing



**Bulk Mailer® SMB**  
Mass mailing, made simple.



**BCC Presort™**  
Data Processing Software



**DAT-MAIL™**  
Mail.dat Submission and  
Compliance Software





### The Best Way to Increase Mail Value: Incorporate Interactive Design

Our parent, BlueCrest offers solutions that can level up your direct mail. For example, excite and delight the mail recipient with an interactive mailpiece element such as a clean release card, or tactile sensory treatment such as glossy stock and earn a 5% discount! Or how about adding a full (2 or more) color personalized insert message to your transactional document promoting a related product and earn a 3% discount. For example, a personalized marketing message such as “ABC Credit Cards is offering 10% off all international flights for certain card holder members” could earn you the discount.

Let's *Do Something!*

to maximize your mailing with USPS® promotions.

## Summary: Increase Mail Value With USPS® Promotions

Want to maximize your mail value and simultaneously offset postage increases? Then take advantage of USPS® promotions to grow your business and make every mailpiece count! You may already be eligible for these promotions or just need one more item to qualify.

**Good** Add a call to action on the mailpiece to trigger a voice assisted device and earn a 3% discount.

**Better** Leverage Informed Delivery by uploading a color replacement image of the mailpiece to earn a 4% discount.

**Best** Earn a 5% discount for lift off cards and glossy printed stock.

## Action 3: Automate Your Mailing Workflows



In today's environment, it's not optional to automate workflows. Manual efforts, backlogs, bottlenecks and overtime result from manual and disparate processes and experienced staff leaving your operation.

Presorting can often take hours to perform, especially as sortation schemes are getting more complex. There simply is not enough time in the day to grow your business unless you automate your mailing workflows. Modernize your mailing workflows using rules-based processes and software.

**You don't have to be an expert to take advantage of automation! Automate as much or as little as you want, focusing on repetitive or manual steps and key problem areas with the highest payoff first. Every automation you make reduces the chance for errors and speeds up your workflow.**

Automating your mailing workflows provides benefits ranging from improving efficiency and accelerating job throughput to cost savings, improved quality, and reduced risk.

**Let's look at three approaches to mail workflow automation using good, better, and best actions.**



### A Good Way to Automate Workflows: Start by Adding Scripts

Adding an automated script to your normal presort workflows is a good way to get started with automation. This is especially true for repetitive mailings and can also aid in improved quality control.

With BCC's Mail Manager TaskMaster™ option you can record individual tasks or whole jobs, and set them to playback anytime, day or night, with little or no operator attention. TaskMaster™ is included as a standard feature in BCC Mail Manager Full Service™, BCC Software's premier solution for top-tier mailers.

We also offer other solutions with scripting such as [Postal Web®](#) and DAT-MAIL™.



### A Better Way to Automate Workflows: Create a Hot Folder to Automatically Run Predefined Scripts

A step above scripting is creating a hot folder that will automatically run predefined scripts for unattended processing. This is a great way to create a process that is automated from data through delivery.

Solutions our customers use in the "better" category include BCC Mail Manager Full Service's Job Manager and TaskMaster™.

Solutions that can operate by simply having a file appear in a location can further streamline automated processes. This type of automation allows you to queue jobs to be ready to process when the manufacturing floor is opened. This prevents lag from user-triggered automations and allows your computer to do all the work before you've had your first cup of coffee. And, because this process removes many touches, it reduces the chance of errors and strengthens the integrity of your mail preparation processes.

#### TASKMASTER™

Transform your mailroom into a productivity powerhouse.

#### JOB MANAGER

Enhanced and improved the existing TaskMaster automation process.



#### BCC Mail Manager Full Service™

Powerful all-in-one solution for premier-level mailers



#### DAT-MAIL™

Mail.dat Submission and Compliance Software



**The Best Way to Automate Workflows:  
Add Advanced Data Processing Techniques**

Take your automated mailing workflow to the ultimate level by implementing a visual data workflow solution like BCC Software’s Ignite. With Ignite’s intuitive drag and drop interface, it expedites the learning curve of data quality and mail preparation to create an extensible platform to support multichannel marketing opportunities. Many Ignite users also share that Ignite can help attract and retain key talent for their business due to its accessibility.

If your business creates its own software workflows, automating with API solutions may be the right way for you to ***Do Something!*** Both BCC Ignite and one of its companion products, BCC Architect, can be accessed directly from other software as part of their integrations, providing you with maximum value based on how BCC’s products can best fit into your workflows. BCC Ignite can be fully configured to run your mailing workflows from address quality to tracking your mail piece delivery, and everything in between, leaving you in a truly hands off environment for those fully configured workflows.

Let’s **Do  
Something!**

to level up your mailing workflow with an automated approach.



**BCC Architect™**  
Comprehensive contact data quality



**BCC Ignite™**  
Take advantage of efficiency gains and improve customer data processing

**Summary: Automate Your Mailing Workflows**

Attrition or the loss of key employees can cripple your business, and presorting can often take hours to perform, especially as sortation schemes become more complex. There simply is not enough time in the day to grow your business unless you automate your mailing workflow.

**Good** A good start is to add an automated script to your normal presort workflows.

**Better** Create a hot folder that will automatically run predefined scripts for unattended processing.

**Best** Implement a data visualization workflow solution with extensible functionality to enable easy job setup and modifications.

## Action 4: Optimize Time Sensitive In-home Mailings



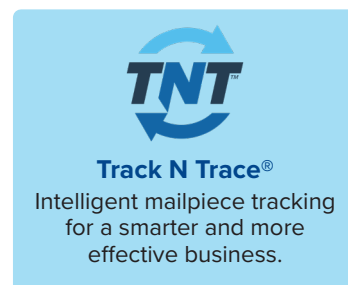
Multichannel marketing demands specifically timed arrival of mailpieces, and with USPS® [network enhancements changing dynamically](#), mail tracking is essential. By strategically inducting mail into the USPS network and using a post-presort logistics planning solution, you can further reduce postage and have greater control for in-home delivery of time sensitive mailings. So, *Do Something!* to increase mail visibility and optimize your time sensitive mailings.

**Let's look at three approaches to optimize mail pieces using good, better, and best actions.**



### A Good Way to Optimize Time-Sensitive Mailings: Using Mail Tracking Services

To ensure timely delivery of your time sensitive mailings, track mail pieces from USPS® induction to a final scan event. Mail tracking services like BCC's Track N Trace® offer accountability, visibility, and predictability of mailpiece arrival and equips users with valuable USPS Informed Visibility® data. This level of data allows mailers to strategically time digital complementary messaging to enhance campaign efficacy.





**A Better Way to Optimize Time-Sensitive Mailings:  
Strategically Induct Mail in the USPS System**

Strategically induct mail into the dynamically changing USPS network to gain destination entry discounts and control time sensitive mailings. Manage [destination entry](#) of mail using an Less than Truckload (LTL) service provider. Partnering with an LTL provider offers flexibility to mailers who want to enhance their supply chain logistics by enabling frequent and cost-effective shipments. This approach should be complemented by a mail tracking system which can provide dashboards, reports, data exports, and automated schedules to gain visibility into delivery statistics. Mailers can customize reporting by integrating LTL data or proprietary data with tracking records via user-defined fields, providing a clearer view of campaign ROI.



**The Best Way to Optimize Time-Sensitive Mailings:  
Use A Post-presort Logistics Planning Solution**

A post-presort logistics planning solution like DAT-MAIL™ leverages Mail.dat® to consolidate mailings for additional presort discounts and maximize destination entry discounts for commingled shipments of multiple mailings.

High volume mailers can take advantage of the tracking data using a [custom Mailer ID](#) for greater data control and reduced risk of [mailer scorecard](#) issues.



**So, Do Something!**

to increase mail visibility and optimize your time-sensitive mailings.

**Summary: Optimize Time-Sensitive In-Home Mailings**

**Multichannel marketing demands specifically timed arrival of mailpieces. With USPS® network enhancements changing dynamically, mail tracking is essential.**

**Also, by strategically inducting mail into the USPS® network, you can further reduce postage and have greater control for in-home delivery of time sensitive mailings.**

**Good** Track mail pieces from USPS® induction to final scan event using USPS® Informed Visibility data.

**Better** Destination entry of mail using an LTL service provider. Utilize reports, dashboards, and automated schedules to gain visibility into entry to delivery statistics.

**Best** Use a post-presort logistics planning solution to consolidate mailings and destination enter mail at the closest centroid. Utilize custom mailer ID tracking for greater control of your data and reduced risk of mailer scorecard errors.

## Action 5: Mitigate Mailer Scorecard Mishaps



Mailer Scorecard		SEPTEMBER 2021		UNITED STATES POSTAL SERVICE®	
Mailers		Verifications		Mail Irregularities	
Execution Time: 10/28/2021 1:35:36 PM					
<input type="radio"/> # Metrics <input type="radio"/> # Trending <input checked="" type="radio"/> % Metrics <input type="radio"/> % Trending		Seamless / Automated Verifications			
Data displayed for a Seamless / Automated Verifications or non-Seamless CRID is informational only					
eDoc Submitter	Total				
CRID Seamless / Automated Verification Status	N/A	Automated Verifications	Seamless		
% Seamless Acceptance Jobs	92.98%	71.67%	100.00%		
# Containers processed for Seamless validations	523	162	361		
# Handling Units processed for Seamless validations	19,744	4,180	15,564		
# Pieces processed for Seamless validations	4,784,928	715,357	4,069,571		
% Volume Seamless Acceptance	100.00%	100.00%	100.00%		
Sampling Quality Score	N/A	87.04%	98.51%		
% Seamless Acceptance Jobs not Auto-Finalized	19.11%	100.00%	--		
Piece Scan Rate	98.98%	99.78%	98.73%		
Adjusted Piece Scan Rate	98.91%	99.78%	98.65%		
<b>Seamless Verifications</b>					
% Undocumented Pieces	1.26%	0.01%	1.64%		
% Nesting/ Sortation Piece Errors (MPE)	0.00%	0.02%	0.00%		
% Delivery Point Piece Errors	0.00%	0.00%	0.00%		
<b>Automated Verifications</b>					
% Nesting/ Sortation Piece Errors (MPE)	0.00%	0.02%	0.00%		
% Delivery Point Piece Errors	0.00%	0.00%	0.00%		
<b>Sampling Verifications</b>					
# Containers Sampled	33	28	5		
# Handling Units Sampled	51	39	12		
# Pieces Sampled	508	388	120		
General PAF	N/A	1.0048	--		
% Weight Piece Errors	--	--	--		
% Postage Piece Errors	36.81%	48.20%	--		
Mail Characteristic PAF	N/A	--	--		
% Mail Characteristic Piece Errors	--	--	--		
% Barcode Quality Piece Warnings	--	--	--		
<b>Nesting Sampling Validations - Info Only</b>					
# Containers Sampled for Nesting Validations	--	--	--		
# Handling Units Sampled for Nesting Validations	--	--	--		
# Pieces Sampled for Nesting Validations	--	--	--		

Image attribution to USPS (sourced from [https://about.usps.com/publications/pub685/pub685ch2\\_004.htm](https://about.usps.com/publications/pub685/pub685ch2_004.htm))

Let's review at a high-level what the Mailer Scorecard is, who it helps and why it's important to both mail owners and Mail Service Providers. The Mailer Scorecard is a measure of the "health" of your Full-Service letter and flat mail activity (including First Class and Marketing/Standard Mail, Periodicals and Parcels), including daily reports, at any given time. It's available to both the mailer and mail owner/preparer, with the "mailer" being the electronic documentation (eDoc) submitter (which could be the Mail Owner or Mail Service Provider). The information is presented as a dashboard of results of mailing activity within each of these initiatives over a calendar month.

"So what?" you may ask. Eligibility for USPS® presorted discounts has very tight tolerances. It often doesn't take much to exceed the monthly allowed tolerance. Postage assessments can be costly and difficult to recoup, resulting in higher postage and missed opportunities.

What can trigger a Mailer Scorecard assessment? Failing Move Updates (which have just a 0.5% tolerance for all mailpieces within a 30-day period), undocumented mailpieces (a .3% threshold), and duplicate Intelligent Mail® Barcodes (IMb) are just three things that can trigger an assessment.

Reviewing your Mailer Scorecard should be a critical part of your quality control process. Proactively monitoring Mailer Scorecard errors will help you avoid expensive penalties and mitigate assessments or mail acceptance issues.

**Let's look at three approaches to mitigate mailer scorecard mishaps using good, better, and best actions.**



### A Good Way to Avoid Scorecard Issues: Check Your Mailer Scorecard Often to Avoid Expensive Assessments

A good way to avoid scorecard issues is to check your [mailer scorecard](#) two to three times per week. Checking often will help you see when you are approaching USPS® thresholds and provide you with timely information to act on if needed. When you can take more immediate action, you may avoid exceeding assessment thresholds or minimize the impact of assessments.



### A Better Way to Avoid Scorecard Issues: Use a Mailer Scorecard Monitoring Service

Use a [Mailer Scorecard monitoring service](#) to actively monitor your mailer scorecard and alert you if you are in danger of an assessment.

With BCC Software's YourScore™, we actively monitor your Mailer Scorecard. We send a daily email with detailed reports and the status of your scorecard with At-A-Glance® alerts for a quick assessment status.


A quick view shows if more research or follow up work is needed as well as the status of the Induction container status, errors, and warnings.



### The Best Way to Avoid Scorecard Issues: Use Seamless Acceptance

The best approach to avoid scorecard issues is to enroll in [Seamless Acceptance](#). Be rewarded for demonstrated consistency and excellence in mail preparation by becoming a trusted mail preparation partner, gain expedited mail acceptance and earn a discount. The current discount for Seamless is \$1 per thousand pieces; in July the Seamless Acceptance incentive doubles to \$2 per thousand!

High volume mailers can also take advantage of the tracking data in a [custom Mailer ID](#) for greater data control and reduced mailer scorecard risk.



**YourScore™**  
YourScore™  
Mail Quality Monitoring  
Service. Your USPS® Mailer  
Scorecard made easy.

Let's **Do Something!**

to mitigate your Mailer  
Scorecard assessments.



## Summary: Avoid Mailer Scorecard Mishaps

Eligibility for USPS® presorted discounts have very tight tolerances. It often doesn't take much to exceed the monthly allowed tolerance. Postage assessments can be costly and difficult to recoup, resulting in higher postage and missed opportunities. So, let's get proactive about mitigating mailer scorecard assessments.

**Good** Check your mailer scorecard two to three times per week.

**Better** Use a Mailer Scorecard monitoring service to actively monitor your mailer scorecard and alert you if you are in danger of an assessment.

**Best** Enroll in Seamless Acceptance to earn a \$1 per thousand pieces incentive and expedite mail acceptance.

## Let's Do Something! Together

Talk with an expert at BCC Software about how your organization can adapt to the changing postal industry.

Let's discuss your current state and develop an action plan that will put you ahead of the upcoming changes in the postal industry.

It's time to *Do Something!* to proactively address strategic postal changes and make every mailpiece count!



Find more *Do Something!* material on our [LinkedIn Page](#)



Visit [BCCSoftware.com](https://bccsoftware.com) for more insights



Meet us in person at an [industry event](#)



BCC Software creates innovative postal software solutions and provides extensive Data Marketing Services (DMS) for thousands of customers across the United States. The company was founded in 1978 and is headquartered in Rochester (NY) with offices in Seattle (WA) and La Crosse (WI).

To learn more about BCC Software, please visit [bccsoftware.com](https://bccsoftware.com).

# Five Actions to Address Strategic Postal System Changes

Take Charge to Proactively *Do Something!*  
to Conquer the DFA Plan



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