



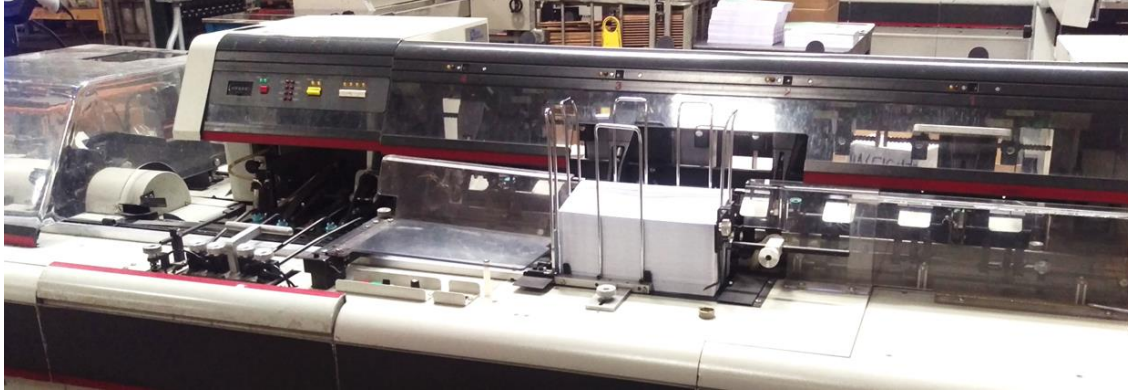
Can AI Make Mail Better?

For: GPPCC
06/27/2024



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- 02. Many Perceptions About AI
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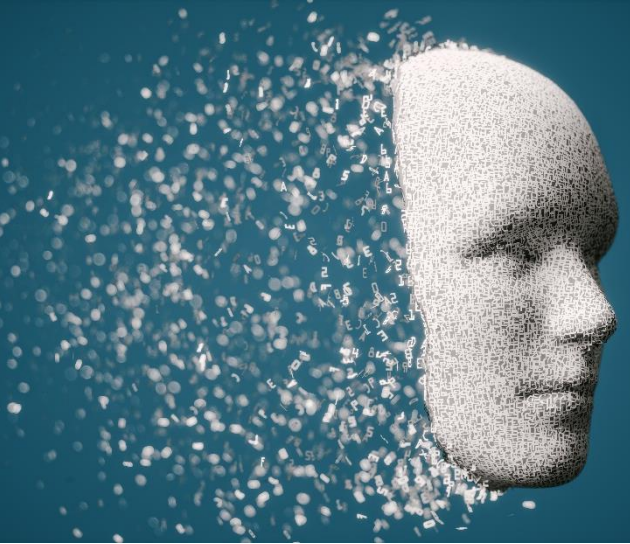
Content Generation

Social posts, emails, letters, press releases, blog articles, graphics

Analytics

Marketing campaign results, campaign planning, reporting, dashboards



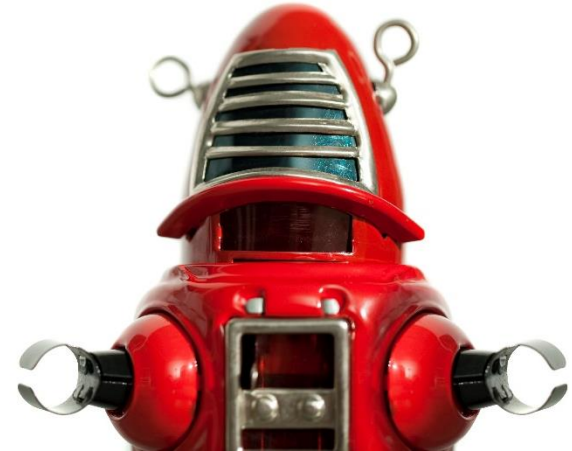


Automated Assistance

Job set-up, categorization, customer on-boarding, chatbots

Robots

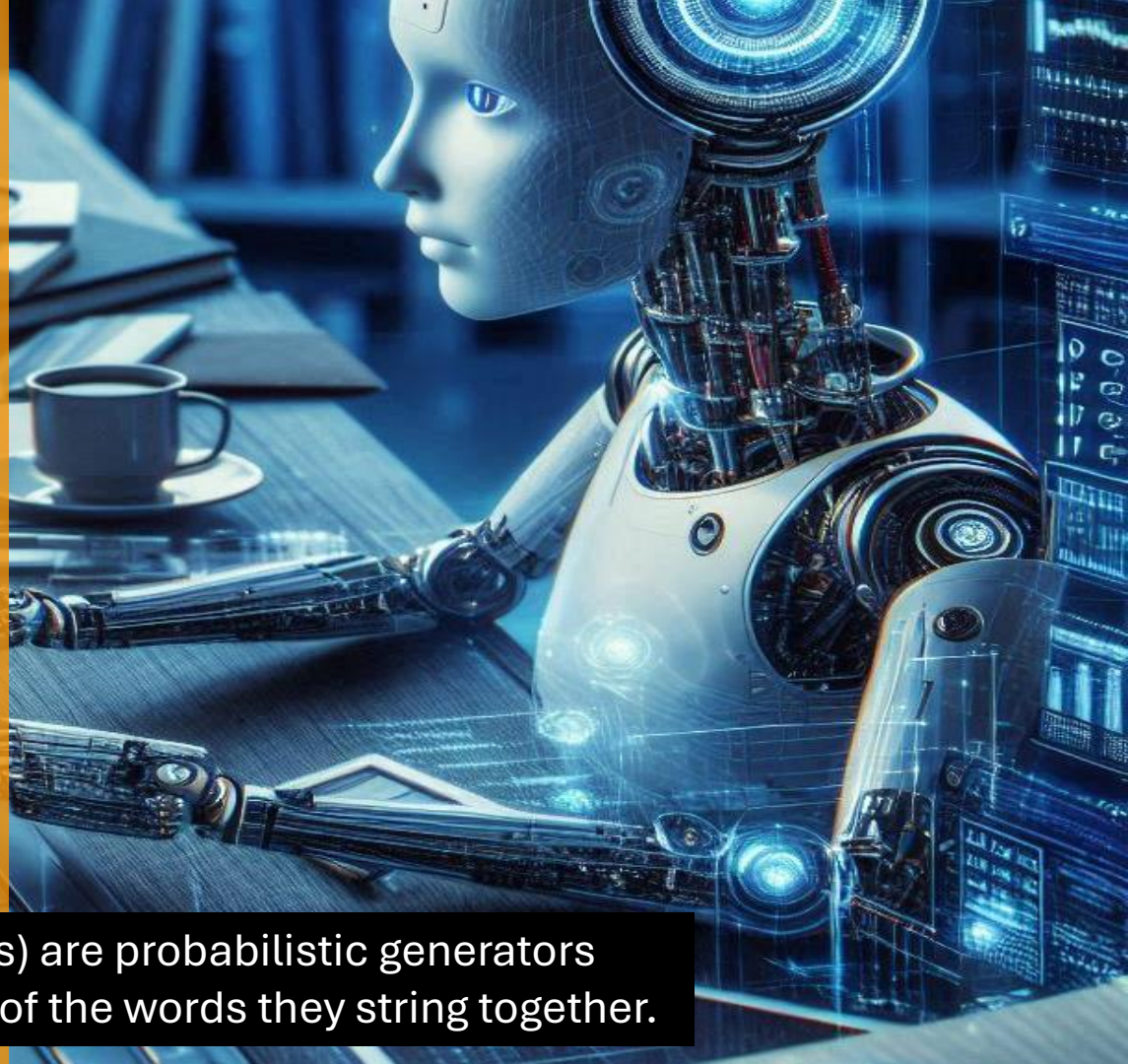
JIT material delivery, stacking, heavy item movement



MAIL INDUSTRY APPLICATIONS OF AI

Content Generation

Large language models (LLMs) are probabilistic generators that have **no understanding** of the words they string together.





Content Generation

Marketing a Mailing Business

Blogs, newsletters, social, videos, case studies, white papers

Staffing/HR

Job descriptions, personalized candidate communication, policies, employee handbooks, training aids, performance reviews

Operational

Contracts, SLA agreements, documentation, personalized video, personalized documents

Sales

Prospecting emails, sales presentations, letters

MAIL INDUSTRY APPLICATIONS OF AI

Analytics





Analytics

Marketing a Mailing Business

Customer profiles, ad placement, predicting prospect behavior

Staffing/HR

Highlight employee performance, candidate assessment

Operational

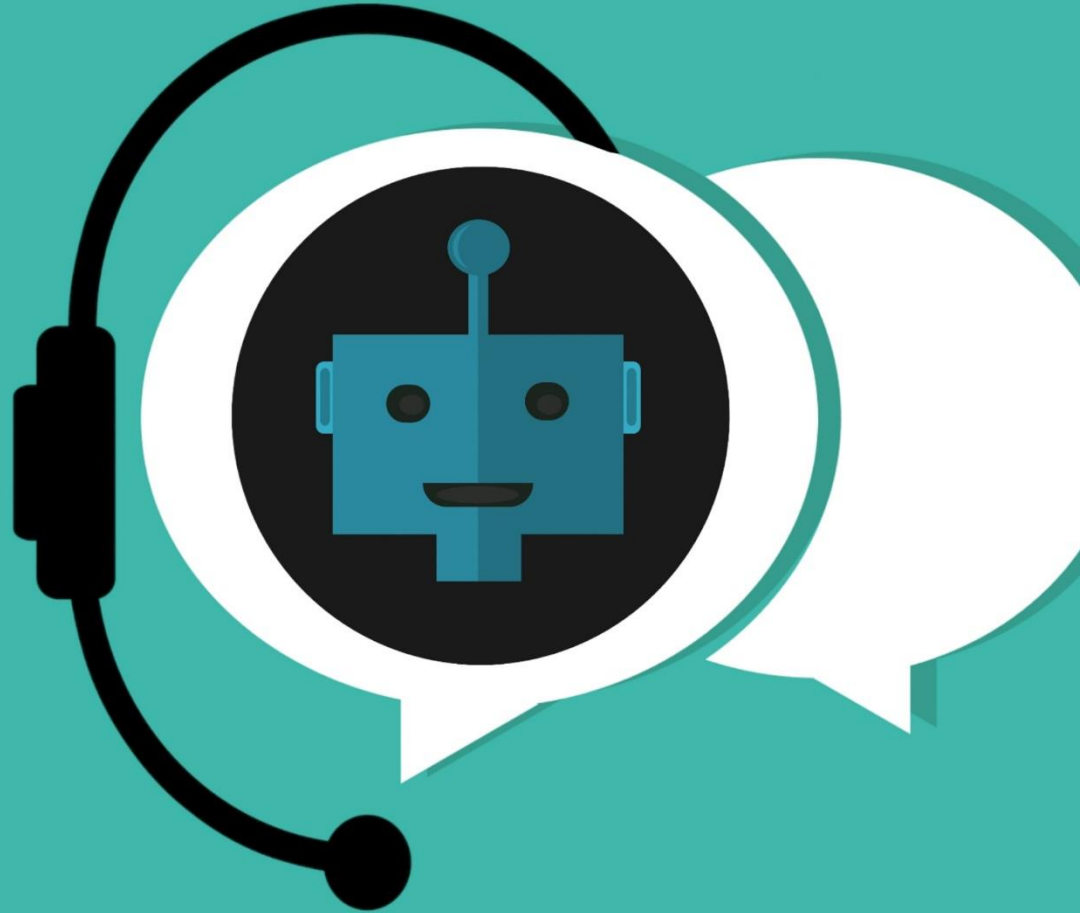
Workflow analysis/improvements, mail delivery analysis, sort schemes, campaign analysis, categorizing incoming/returned mail, USPS

Sales

Researching prospects, forecasts, uncover insights, executive summaries, competitor research/strategy

MAIL INDUSTRY APPLICATIONS OF AI

Automated Assistance





Automated Assistance

Marketing a Mailing Business

Chatbots to answer questions, triggered follow-up/responses

Staffing/HR

New employee onboarding, chatbot for benefits and policies

Operational

Account onboarding, index print files, extract data from unstructured files, shipping advice, code generation, predictive equipment maintenance

Sales

Triggered emails or letters

MAIL INDUSTRY APPLICATIONS OF AI

Robots





Robots

On the Production Floor

Moving, sleeving, and banding mail trays

Material movement

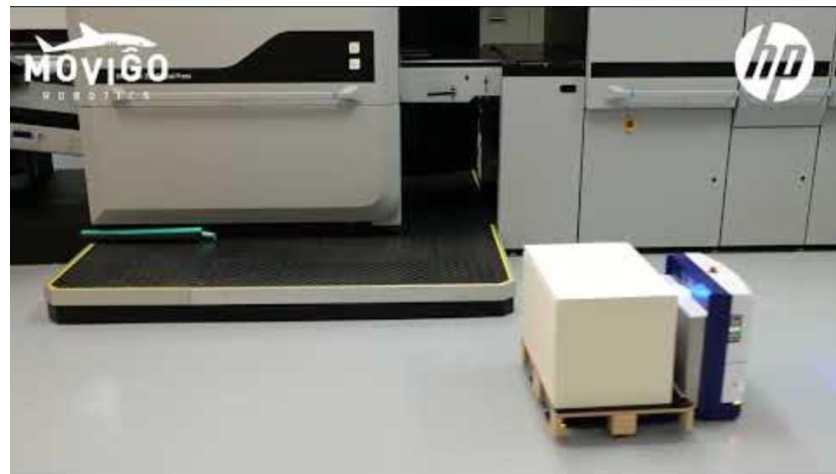
Intelligent cutting

Jog, aerate, and adjust stacks of material

Load boxes

Package Delivery

Drones?





CONCERN

Could AI take my job?



CONCERN

Can AI be trusted not to make autonomous, damaging decisions?



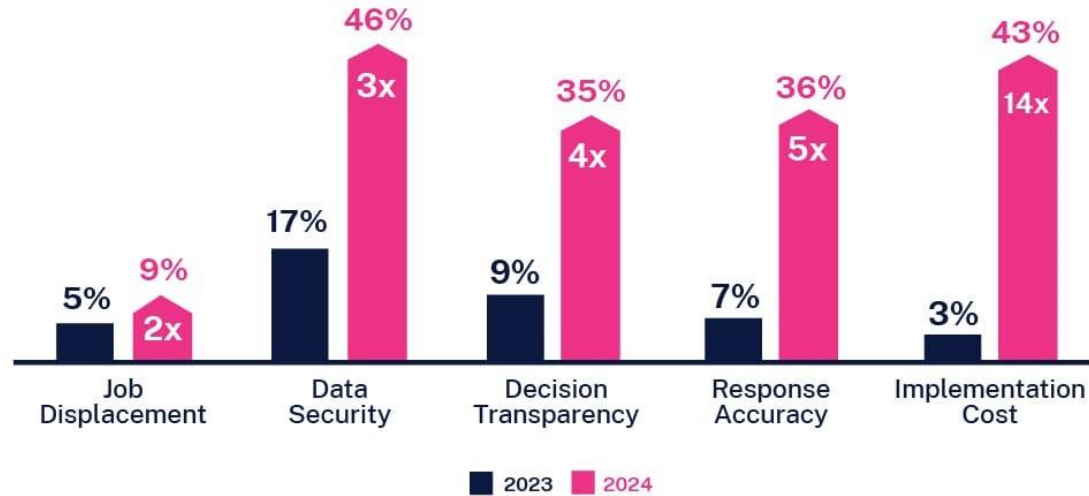
CONCERN

Will AI share my data without permission?



Significantly Increasing Concerns

Top Gen AI Concerns 2023 v. 2024





Can AI Make Mail Better?



Short Answer: Yes

Each entity must decide the best way to put this technology to work for them.



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In the Trenches