



DIRECT MARKETING SOLUTIONS

Where tradition and
innovation intersect

Seamless Acceptance & Undocumented Errors: Identifying, Preventing and Reversing

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Seamless Acceptance:

Seamless Acceptance is a USPS program that allows mailers to automate the release entry and validation of bulk mailings via electronic documentation and flexible inductions.

- Mailers must be Full Service Mailers
- Must use eDocumentation (either mail.dat or mail.xml) as well as eInduction (uploading of those documents)
- Must use intelligent mail barcodes (IMBs) for trays, pallets and individual mail pieces.
- Allows mailers to release mail and auto-finalize payments via dates set in the eDocs.

Seamless Acceptance is huge benefit to both Mail Service Providers and the USPS as it increases flexibility and efficiency and streamlines the mail induction process.

Seamless Acceptance Errors:

Because individual mailings are no longer verified by a human at the Bulk Mail Entry Unit, Mailers may be subject to 'assessments' (fines) at the end of each month for a number of potential errors (provided those errors go over a certain threshold of the mailer's total volume).

TWO OF THE MOST COMMON ERRORS:

- **By/For Errors** – this is an easy to identify and remedy error where the Mail Preparer is also listed as the Mail Owner in the eDoc. This is a no-no, so mailers need to make sure to always be using the correct Mail Owner in their eDoc. (The Mail Owner is defined as the person or company who a) Makes the business decisions about the mail piece, b) Benefits from the mail piece/campaign and c) Has the ultimate responsibility for postage payment)
- **Undocumented Error** – this error is for *any mail piece scan where the IMB on the piece does not match back to an eDoc*. An undocumented piece is, in the eyes of the USPS, a mail piece that has not been paid for, and therefore undocumented errors represent one of the more costly errors.

Mailer Scorecard

MAY 2024



Execution Time: 5/7/2024 11:08:48 AM

Verifications

Metrics
 # Trending
 % Metrics
 % Trending

Seamless / Automated Verifications
 Data displayed for a Seamless / Automated Verifications or non-Seamless CRID is informational only

eDoc Submitter	Total	3098730
CRID Seamless / Automated Verification Status	N/A	Seamless
# Seamless Acceptance Jobs	55	55
# Containers processed for Seamless validations	806	806
# Handling Units processed for Seamless validations	25,077	25,077
# Pieces processed for Seamless validations	11,184,127	11,184,127
# Seamless Acceptance Jobs not Auto-Finalized	--	--
# Seamless Documented Piece Scans	116,670	116,670
# Adjusted Seamless Documented Piece Scans	108,402	108,402
# Scanned Pieces Associated to eDoc	116,670	116,670
Seamless Verifications		
# Undocumented Pieces	1,409	1,409
# Undocumented Single MID Warnings Category 14	--	--
Additional Postage Due (Seamless Undocumented Pieces) - Info Only	\$397.52	\$397.52
# Nesting/ Sortation Piece Errors (MPE)	39	39
# Delivery Point Piece Errors	112	112
Automated Verifications		
# Nesting/ Sortation Piece Errors (MPE) for Auto Verifications	--	--
# Delivery Point Piece Errors for Auto Verifications	--	--
Sampling Verifications		
# Containers Sampled	--	--
# Handling Units Sampled	--	--
# Pieces Sampled	--	--
General PAF	N/A	N/A
# Weight Piece Errors	N/A	N/A
# Postage Piece Errors	N/A	N/A
Mail Characteristic PAF	N/A	N/A
# Mail Characteristic Piece Errors	N/A	N/A
Total Additional Postage Due (Seamless & Automated Verifications) - Info Only	\$397.52	\$397.52
# Barcode Quality Piece Warnings	N/A	N/A
Nesting Sampling Validations - Info Only		
# Containers Sampled for Nesting Validations	--	--
# Handling Units Sampled for Nesting Validations	--	--
# Pieces Sampled for Nesting Validations	--	--
# Nesting/ Sortation Container Warnings	N/A	N/A
# Nesting/ Sortation Handling Unit Warnings	N/A	N/A
# Nesting/ Sortation Piece Warnings	N/A	N/A

Thresholds

CRID: ~~1,409~~ DIRECT MARKETING SOLUTIONS

Electronic Verification		
Metric Name	Threshold	
Full-Service Verifications		
% MID Container Errors	Less than or Equal to	2.00%
% MID HU Errors	Less than or Equal to	2.00%
% MID Piece Errors	Less than or Equal to	2.00%
% STID Errors	Less than or Equal to	2.00%
% By/For Errors	Less than or Equal to	5.00%
% Barcode Uniqueness Container Errors	Less than or Equal to	2.00%
% Barcode Uniqueness HU Errors	Less than or Equal to	2.00%
% Barcode Uniqueness Piece Errors	Less than or Equal to	2.00%
% Entry Facility Container Errors	Less than or Equal to	2.00%
% Entry Facility HU Errors	Less than or Equal to	2.00%
% Unlinked Copal Tray Errors	Less than or Equal to	5.00%
Total Additional Postage Due (Full-Service Electronic) - Info Only	Less than or Equal to	\$0.00
% Unlinked Copal Tray Warnings	Less than or Equal to	5.00%
Move/Update Validations - Info Only		
% COA Errors	Less than or Equal to	0.50%
Total Additional Postage Due (Move/Update) - Info Only	Less than or Equal to	\$0.00

eInduction		
Metric Name	Threshold	
% eInduction Misshipped Errors	Less than or Equal to	1.05%
% eInduction Duplicate Barcode Errors	Less than or Equal to	0.17%
% eInduction Payment Errors	Less than or Equal to	0.00%
% eInduction Entry Point Discount (EPD) Errors	Less than or Equal to	0.50%
% eInduction Zone Discount Errors	Less than or Equal to	0.01%
% eInduction Undocumented Errors	Less than or Equal to	0.00%

Seamless & Automated Verifications		
Metric Name	Threshold	
Total Additional Postage Due (Seamless & Automated Verifications) - Info Only	Less than or Equal to	\$0.00
Additional Postage Due (Undocumented Pieces) - Info Only	Less than or Equal to	\$0.00
% Undocumented Pieces	Less than or Equal to	0.30%
% Nesting/Sortation Piece Errors (MPE)	Less than or Equal to	1.00%
% Delivery Point Piece Errors	Less than or Equal to	2.00%
General PAF	Less than or Equal to	1.05
Mail Characteristic PAF	Less than or Equal to	1.05



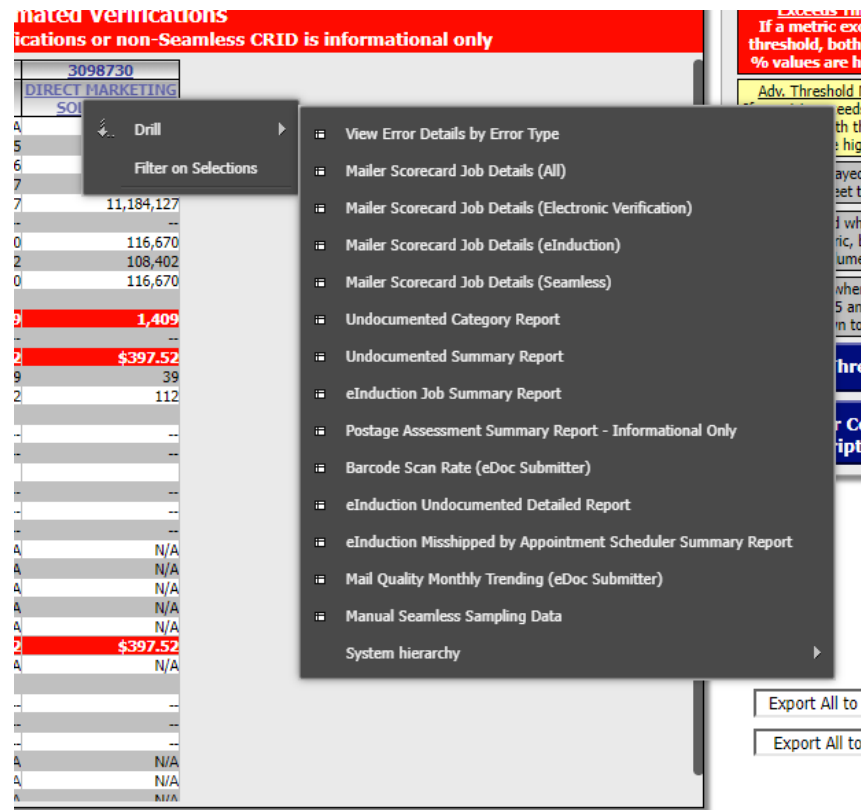
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Undocumented Errors

Challenges around Undocs:

- 1) Identification of job that has errors
- 2) Documenting to the USPS that you *have* paid for those pieces
 - Finding the right barcodes
 - Proving payment (eDoc upload)
 - Filing claims
- 3) Preventing Future Undocumented Errors

A robust database, or software solution(s) are needed!



	Mailer ID	# Undocumented Pieces	# Pieces Not Imported
	106941	576	0
	201406	537	0
SOLUTIONS	109326	294	0
	205130	2	0

Tools I've found helpful:

- 1) Ability to navigate Mailer Scorecard – ‘drill down’ into Seamless Acceptance errors.
- 2) Ability to track and identify IMB usage internally.
- 3) **INFORMED VISIBILITY** – USPS data feed (daily, weekly, monthly) of all of the scans linked to your MIDs & CRIDs
- 4) Internal database of mailed pieces.

Scan Facility	Mailer	Mailer ID	# Undocumented Pieces
CLEVELAND	3098730	DIRECT MARKETING SOLUTIONS	189
UNKNWN	3098730	DIRECT MARKETING SOLUTIONS	49
NORTH HOUSTON	3098730	DIRECT MARKETING SOLUTIONS	
ATLANTA	3098730	DIRECT MARKETING SOLUTIONS	
INDIANAPOLIS	3098730	DIRECT MARKETING SOLUTIONS	
NORTH TEXAS	3098730	DIRECT MARKETING SOLUTIONS	
BROOKLYN	3098730	DIRECT MARKETING SOLUTIONS	
COLUMBUS	3098730	DIRECT MARKETING SOLUTIONS	
SPOKANE	3098730	DIRECT MARKETING SOLUTIONS	
NASHVILLE	3098730	DIRECT MARKETING SOLUTIONS	
OAKLAND	3098730	DIRECT MARKETING SOLUTIONS	
NORTH METRO	3098730	DIRECT MARKETING SOLUTIONS	
YOUNGSTOWN	3098730	DIRECT MARKETING SOLUTIONS	
NORTHERN NJ METRO	3098730	DIRECT MARKETING SOLUTIONS	
MIAMI	3098730	DIRECT MARKETING SOLUTIONS	
SAINT LOUIS	3098730	DIRECT MARKETING SOLUTIONS	
FORT WORTH	3098730	DIRECT MARKETING SOLUTIONS	
PHOENIX	3098730	DIRECT MARKETING SOLUTIONS	
RICHMOND	3098730	DIRECT MARKETING SOLUTIONS	
DOMINICK V DANIELS	3098730	DIRECT MARKETING SOLUTIONS	
CINCINNATI	3098730	DIRECT MARKETING SOLUTIONS	
ORLANDO	3098730	DIRECT MARKETING SOLUTIONS	
LAS VEGAS	3098730	DIRECT MARKETING SOLUTIONS	
LOS ANGELES	3098730	DIRECT MARKETING SOLUTIONS	
SOUTH SUBURBAN	3098730	DIRECT MARKETING SOLUTIONS	
MACON	3098730	DIRECT MARKETING SOLUTIONS	
LOUISVILLE	3098730	DIRECT MARKETING SOLUTIONS	5
PITTSBURGH	3098730	DIRECT MARKETING SOLUTIONS	5
AUSTIN ANNEX	3098730	DIRECT MARKETING SOLUTIONS	4

Search for IM Barcodes ✕

IM Barcode:

Barcode: 0027110694102791091344256283348
 ZIP+4: 44256-2833
 Barcode Type: IMPieceBarcode
 JobID: 00131026 ~~106941~~ 52729_W1_TMC_B
 Historical JobID: 52729002
 JobNumber: 52729-50494 Rev 1
 Mail class: Standard
 Internal Container ID: 214
 Display Container ID: 000208
 Mother Pallet ID: 000003
 Segment ID: W1_T
 Entry Zip: 97267
 Facility Type: Origin
 Container Status: Not Closed
 Mailing Date: 4/17/2024

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Scan Date	Scan Facility	Mailer	Mailer ID	Full-Service Indicator	Undocumented Category	IM Barcode	Scan Level	M		
5/1/2024	CLEVELAND	3098730	DIRECT MARKETING SOLUTIONS	106941	Y	11	Undocumented piece grouped within a series of undocumented pieces and ALL of the undocumented pieces have the same MID	0027110694102791091344256283348	Piece	0
5/1/2024	CLEVELAND	3098730	DIRECT MARKETING SOLUTIONS	106941	Y	11	Undocumented piece grouped within a series of undocumented pieces and ALL of the undocumented pieces have the same MID	0027110694102791091744256370623	Piece	0



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Appealing to the USPS for Undocumented Errors

During the month:

If you know you're going to receive an undocumented assessment (you've checked your scorecard, see the errors coming, and you have identified to which job(s) the undocs are linked) you can file a "Known Undoc" with your USPS rep (usually the BMEU manager, or a Major Mailer Support Analyst).

At the end of the month:

Once you've received your assessment, you can file a 'request for review' of the assessment.

You will need to prove to the USPS that:

- 1) You have indeed paid postage for these pieces – screenshots from your BCG Dashboard
- 2) You have identified the undocumented pieces – you need to provide both the bad and the good IMBs from either print files, or the mail.dat/xml
- 3) It helps if you can show your own undocumented scans from an Informed Visibility Report
- 4) An explanation of what may have happened

Prevention is Key!

- 1) Identify where in your workflow undocumented errors are most likely to occur
- 2) Develop a procedure of what to do in those cases
- 3) Develop your methods for identifying undocs when they do occur

Seamless Undoc Report

Select report options then click **Report**.

From: To (Less Than):

Month of:

One Day (based on current "From:" date) One Week (based on current "From:" date) Custom Date Range

OR Job Number:

Report



Job Number	Mail Date	↓ Count	File Name	File Id
52729	4/17/2024	182	52729_W1_TMC_B.csv	345305496723677222
52704	4/24/2024	175	52704_W2_NSC_C.csv	345545488241405222
52296	2/14/2024	175	52296_W1_APX_C.csv	332921813065880614
53147	4/24/2024	156	53147_W3_AS_L_C.csv	344430842394333734

In December of 2021, DMS faced what would have been the largest USPS Seamless Acceptance Undocumented Error assessment. We had over 1.5 million undocumented errors. It took almost 6 months but we were able to identify and document all of our undocumented pieces, and the jobs where the errors occurred. We were able to work with the USPS to provide this documentation and by June 2022, we had successfully reversed what would have been tens of thousands of dollars of USPS assessment. We now have a very defined SOP to prevent undocs as well as a USPS Scorecard team to mobilize and analyze whenever we face potential scorecard issues. We have only faced 1 undocumented assessment since, and we were able to reverse the assessment within 1 week.