

## Seamless Verification Process



1. Mailers Prepare Mail and Submit eDOC

2. Finalize Postage Statement

3. Manual Sampling

4. Process Mail

5. Verify Mail

6. Generate Reports

7. Repeat



# Migration to Seamless Acceptance

## ABOUT US

Midwest Direct operates two production plants located in Pittsburgh and Cleveland. There is a commingling operation for both First Class mail, Marketing Mail, and Flats at both facilities. Within the main facility, we also operate a print department with both cut sheet and continuous roll, full lettershop services and a data processing department.

## UNDOCUMENTED MAIL

Before we could transition to Seamless Acceptance, we needed to get a handle on the undocumented mail. We developed a system to measure, monitor, and mitigate this issue, and software to auto download our scorecards for both Pittsburgh and Cleveland. This allows us to quickly drill down and investigate any reported issues such as:

1. Undocumented mailpieces
2. Undocumented pallets
3. Mis-shipped pallets
4. Duplicate IMB's within 45 days
5. Duplicate 99M numbers for the pallets
6. Nesting errors
7. gPAF score errors
8. By/For errors

## Challenge: 45 Days Limit for Duplicate IMB Codes

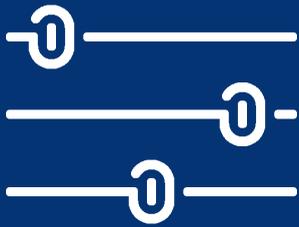
Commingle customers with a 9 digit MID can quickly go through sequence numbers if they mail a million pieces within 45 days. Since they are using Midwest as the mailing agent, there was no motivation to be cognizant of the 45 day rule of no duplicated sequence numbers. So, we have to do some MID management. We now do the data work for them or assist them in getting a 6 digit MID.

## Our Steps to Managing Undocumented Mail

- Monitor the USPS scorecard daily
- QC checks to insure IMB on the mail pieces match to the edoc
- Internal database reporting tools to match back the reported undocumented IMB codes from the USPS to our own working files in the commingle process
- Understand how each case of undocumented occurs, then put into place a process to, as Rich Gebbie would say, "plug the holes in the dyke"
- Switch from 8125's pallet docs to eInduction.
  - Pallet 99M uniqueness and that they must match to an eDoc
  - Ran in parallel to test and check
  - Come up with a plan to fix when things go awry
- Undocumented IMB's



Monthly margin  
before additional  
postage  
assessment  
begins



Midwest Direct's  
monthly average  
range



## UPFRONT COMMINGLE TOOLS

Midwest has built a set of unique tools to discover and repair any scorecard issues in the mailing.

### Profile/MID Report

We created a report listing all information to compare what was checked/ weighed in per job and determine if any customer ran under an incorrect profile number or if data was imported into an incorrect profile number.

### Scanners for IMB Code Application

Another source of undocumented mail comes from spraying an IMB code on the mail piece. This applies to First Class and Marketing Mail. When reading the address block and spraying an IMB on the mail piece, the mail goes through a read verifier. At certain times, the IMB verifier cannot read the barcode and the piece of mail gets rejected. Properly handling this rejected mail is crucial since it can be inadvertently re-feed incorrectly and sorted. This will cause an undocumented IMB to appear on the scorecard.

**To solve this, we developed apps to run on repurposed android phones with a scanner attachment. We use them to scan as follows:**

- **PIECE TO TRAY** Scan the IMB on the physical mail piece and then scan the CIN code on the tray tag. This app checks that the mail piece belongs in that tray.
- **TRAY TO PALLET** When building pallets to destination we developed an app to insure that the pallets contain only those trays that belong to that pallet. The process starts with a human-readable destination placard that also contains a 2D of the Postal Location Key. This 2D is linked to a table that then compares the data of the CIN code on the tray tag when they trays are scanned to insure that the tray belongs with this pallet.
- When the pallets are moved to be weighed and wrapped, a pallet destination label is created along with the final 99M pallet placard. The 99M number on the pallet placard is scanned into a master Google sheet and we have a record of each 99M that is created for transportation.

## WE'RE SEAMLESS!

With the current toolset and procedures in place, we meet the terms of Seamless Acceptance. In Seamless Acceptance, there is only a .3% of margin before additional postage assessment begins. And .3% of 1 million is only 3,000 pieces. With our unique toolset, Midwest runs a monthly average range of .07% to .10% -- well within the terms of Seamless Acceptance.

**For questions about our experience with Seamless Parallel or Seamless Acceptance, email [info@mw-direct.com](mailto:info@mw-direct.com)**