

Every Door Direct Mail (Simplified Addressing) Frequently Asked Questions (FAQs)

Where did the 5000 piece minimum on each mailing rule come from? If Retail is trying to incorporate the DSCF rule on letters to flats?	The MAXIMUM number of pieces per day, per unit is 5,000 (not the minimum). This was determined to be a reasonable number for handling at retail without overburdening the unit.
If this is being done at an office that currently accepts bulk mailings, would Every Door Direct Mail rules apply?	Every Door Direct rules for retail acceptance are not a simple requirement. It is designed to be a convenience and an enhancement to a current product. One does not cancel out another. If mail is brought to a BMEU for entry; existing rules for acceptance at BMEU will be followed. If the mail is eligible to be entered at Retail and the mailer brings all necessary components to Retail, that is acceptable; however, it is not required.
How do PostalOne POS offices enter the information? Do they enter it into PostalOne or into POS?	If the customer presents the mail at the BMEU then the mail will be entered into PostalOne if the customer has brought an acceptable mailing to the counter then the Retail Associate or Postmaster can enter the transaction through POS
If they are mailing at a current Bulk Mail Acceptance Unit, would we still have to enforce the 5000 piece maximum per day?	5,000 per day is ONLY the maximum for entering at a retail unit. No maximum for BMEU entries.
Are all retail sites required to offer Every Door Direct Mail?	Yes.

Step 1 Documentation Required:

Mailer provides Retail Associate or Postmaster/PMR

- A completed PS Form 3602 Postage Statement
- Every Door Direct Mail Documentation for PS 3602 (See Attachment)
- A sample of mailpiece

Q&A	
What if customer has provided: <ul style="list-style-type: none"> • A completed PS Form 3602 Postage Statement • Every Door Direct Mail Documentation for PS 3602 (See Attachment) • A sample of mailpiece 	Proceed to: Step 2
What if Customer did not bring: <ul style="list-style-type: none"> • A completed PS Form 3602 Postage Statement 	Retail Associate or Postmaster/PMR to refer to Bulk Mail Entry Unit for training and acceptance

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Program:

Q&A	
Is Every Door Direct Mail a Commercial or Retail product?	Every Door Direct Mail is a Commercial Product that can be accepted at <ul style="list-style-type: none"> • Business Mail Entry Units (BMEUs) <ul style="list-style-type: none"> ○ Mailings of 5,000 pieces or more ○ Include multiple ZIP Code locations ○ Weight per piece is more than 3.3ozs • Retail Locations <ul style="list-style-type: none"> ○ Mailings less than 5,000 pieces ○ Weight per piece is less than 3.3ozs
Can Retail Units accept mail for other delivery units?	No. The only place to accept mail for multiple delivery units is an <u>authorized BMEU</u> .
How will mail piece design requirements such as minimum size, maximum size, thickness, etc be handled? Will Retail Associates be trained to ensure compliance?	See Attachment in SOP
Can you provide an example of a form 3602 and highlight the areas the employees need to validate?	See Attachment (Facing slip & sample PS form 3602)
<u>Scenario</u> : Customer comes in with a simplified standard mailing that meets the EDDM requirements and also has a small mailing that is not simplified. The unit is a level 21 office that has a BMEU. Do they go to the retail counter for one and then the BMEU for the other. May we direct these customers to the BMEU?	They could bring the EDDM to the window and the other mailing to the BMEU, but it would be their choice. In most cases, the mailer would probably want to make only one stop. That stop should be the BMEU in this circumstance.
What is the process if the mailer exceeds the 5000 count per Post Office? Just refuse it?	Refer to the local BMEU
Are Every Door Direct Mail customers allowed to process mailings at a post office other than for the office that processes the transaction?	They can enter mail through the local BMEU or at the actual delivery unit
What do you do if a mailer tries to process a mailing for another office at your retail unit?	Direct the customer to the correct retail location.
How does a finance station handle the mail after the retail transaction when the carriers are located at a different facility?	Mail will be transported to the responsible delivery unit via existing daily transportation

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<p>What if Customer did not bring:</p> <ul style="list-style-type: none"> • Every Door Direct Mail Documentation for PS 3602 (See Attachment) 	<p>Retail Associate or Postmaster/PMR to refer customer to https://smp.usps.gov to complete the documentation</p>
<p>What if Customer did not bring:</p> <ul style="list-style-type: none"> • A sample of mailpiece 	<p>Retail Associate or Postmaster/PMR asks customer to provide a sample Proceed to: Step 2</p>

Step 2 Transaction Processing:

Retail Associate or Postmaster/PMR accepts and processes mailing payment (check, cash, or debit – no credit cards)

Q&A	
Do the SSA's accept money over the retail counter for payment of this mail?	Yes
How will they verify if the mailer has money in the account to pay for the mail being presented?	Mail entered at retail will require payment at time of mailing, sufficient to cover the mailing costs.
How will the postal employee determine the exact cost of the mailing?	Multiply the number of pieces by the rate cell for DDU Flats (currently \$.142)
Can the customers use any of the two payment methods? Meter, Universal permit imprint?	Yes, they can use any current acceptable payment method, but they must make a payment at retail that is equivalent to the cost of mailing. If the customer uses meter, the total postage should have been printed on mail. (STD PrSrt must be indicated not 1st CL)
What documentation does the Retail Associate or Postmaster/PMR provide the customer? What if customers have metered postage on mail, what kind of do	Retail Associate or Postmaster/PMR provides the customer a receipt for the mailing.
What does the customer do with the mailing after the retail transaction is completed?	Postal resource thanks the customer for their business and directs the customer to bring mailing to counter or backdoor

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Step 3 Retail Associate or Postmaster/PMR post transaction activities:

Q&A	
What's the verification process?	See Standard Operating Procedures Document
When should the Retail Associate or Postmaster/PMR verify the mailing count?	Postal resource verifies mailing count after the customer leaves (Follow Attached Standard Operating Procedures)
What does a Retail Associate do if the mailpiece count does not match the documentation?	
Is there a tolerance number of mailpieces when verifying the mail?	
What do you do if the mailpiece verification is not within tolerance?	
Where do you store the mail if you discover that the piece count is not correct after processing the transaction and the customer has already left the facility?	
What are we to do if we have extra pieces left over after delivery?	
Will the permit imprint be on these mailpieces?	Same as current Permit Imprint rules.

**EVERY DOOR DIRECT MAIL
DOCUMENTATION FOR PS FORM 3602**

5-Digit ZIP Code	Route Number	# of Mailpieces	5-Digit ZIP Code	Route Number	# of Mailpieces
22033	C039	317			
22033	C040	678			
22033	C041	652			
22033	C042	531			
22033	C043	823			
22033	C044	795			
22033	R032	457			
22033	R033	451			
22033	R034	443			
22033	R035	636			
22033	R036	383			
22033	R037	433			
22033	R038	498			
22033	R051	659			
22033	R052	571			
22033	R053	550			
22033	R054	450			
22033	R055	473			
22033	R056	572			
22033	R058	229			
22033	R059	211			
22033	R060	748			
22033	R061	540			

Saturation Mail Description		Mailer Information	
		Permit Holder Name: My Day Personal Services	
Total # of Bundles*:	Total # of Mailpieces: 12100	Permit Number:	Permit Type:
Delivery Type: Residential	Date Generated: 03/17/2011	Post Office of Mailing: 22033	

* Mailers must prepare bundles to comply with standards

Delstat Valid Through: 06/13/2011