

# Greater Spokane PCC

US Postal Service

9/13/2018

Edition 1 Volume 2

## PCC WEEK September 24-28

The Greater Spokane PCC will have a National PCC WEEK event on September 25, 2018 at 10:00 *“Informed Customers.....Customer Experience Delivered”*

Spokane Business Development Specialist, Chris Hoch will present:

### PCC Academic Outreach

#### Your Greater Spokane PCC offers these benefits...

- **Knowledge** – Gain knowledge about postal products, services, and tools to improve mail quality, as well as earn a professional certificate
- **Innovative Ideas** – Learn about promotions and incentives that raise awareness of innovative mail uses
- **Expert Advice** – Hear about how to integrate and expand your marketing through the mail
- **New Sources** – Find new sources for acquiring mailing lists
- **Networking** – Network with other mailers, business mail service providers, and USPS executives and hear first-hand from others about how they use mail to be more efficient and profitable, as well as face the same challenges you face
- **Best Practices** – Leverage best practices to improve mailing effectiveness, efficiency, and profitability

Spokane Postmaster, Earl Eisenrich will be the local host and will introduce PMG Meghan Brennen, keynote speaker on video.

Headquarters Speaker, Tim Sarles will present:

1. **Informed Visibility Platform**
2. **Informed Delivery**

There will be a raffle for one complimentary registration to the National Postal Forum in Indianapolis, IN, May 5-8 2019.

*Refreshments will be served.*

Tour of the Spokane Plant if time allows.

## INFORMED DELIVERY

Informed Delivery is a free and optional notification service that gives residential consumers the ability to digitally preview their letter-sized mailpieces and manage their packages scheduled to arrive soon. Informed Delivery makes mail more convenient by allowing users to view what is coming to their mailbox whenever, wherever – even while traveling – on a computer, tablet or mobile device. To automate the sortation and delivery of mail, the United States Postal Service digitally images the front of letter-sized mailpieces that run through automation equipment. USPS is now using those images to provide digital notifications to users in advance of the delivery of physical mail. Informed Delivery benefits the entire household, ensuring that everyone has visibility into mail and package delivery each day. Informed Delivery allows users to take action before important items reach their mailbox, while offering mailers an unprecedented opportunity to engage users through synchronized direct mail and digital marketing campaigns.

Informed Delivery allows users to interact with their incoming mail and packages in one convenient, online location. Users receive email notifications containing grayscale images of the exterior, address side of incoming letter-sized mailpieces that are arriving soon. These images are also accessible on the Informed Delivery dashboard. Images of larger mail, such as catalogues or magazines are only provided if the mailer conducts a synchronized digital marketing campaign.

Event: **GSPCC – Informed  
Customers...Customer  
Experience Delivered.**

Time: 10:00-12:00

When: September 25<sup>th</sup>, 2018

Tuesday

Where: 2928 S. Spotted Rd

Parking available in

employee parking lot

**RSVP:** Mary Smith

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509.252.2345

Please Respond by:

**September 21<sup>st</sup>**