



Mail Services Success in a Hybrid World

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Overview

- Why are we doing this?
- How do we implement transformation?
- What does success look like?
- What do we do next?



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Why are we doing this?

- Recognizing our customers' challenges
- External demand steers internal needs
- New methodologies for new strategies



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How do we implement transformation?

- Multilevel / multichannel communication
- Create solutions using the right tools
- Implementation – where the magic happens
- Sustainment – the hard work



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What does success look like?

- Measure what you manage
- Inbound mail measurements
- Outbound mail measurements
- Campaign measurements



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Measure what you manage

	6-Sep-09	7-Sep-09	8-Sep-09	9-Sep-09	10-Sep-09	11-Sep-09	12-Sep-09		
56.98 Distance	20.41		8.03	9.17	13.12	6.25		275.99	107.65
4021.5									
1522.9 Pace	9:19		8:49	9:11	8:06	8:48			
	13-Sep-09	14-Sep-09	15-Sep-09	16-Sep-09	17-Sep-09	18-Sep-09	19-Sep-09		
60.97 Distance	13.19	7.54	11.41	6.31		11.5	11.02	287.01	157.6
4082.4									
1583.9 Pace	9:02		8:42	8:31		8:57	8:52		
	20-Sep-09	21-Sep-09	22-Sep-09	23-Sep-09	24-Sep-09	25-Sep-09	26-Sep-09		
44.51 Distance	22.05	6.22		10.02		6.22		6.22	189.67
4126.9									
1628.4 Pace	9:16	8:51		8:34		8:38			
	27-Sep-09	28-Sep-09	29-Sep-09	30-Sep-09	1-Oct-09	2-Oct-09	3-Oct-09		
65.72 Distance	26.2	2.02	6.26	10.02	8.07		13.15	42.44	219.17
4192.7									
1694.1 Pace	8:25	9:53	9:10	8:51	8:52		8:54		
	4-Oct-09	5-Oct-09	6-Oct-09	7-Oct-09	8-Oct-09	9-Oct-09	10-Oct-09		
61.83 Distance	28.09		6.14	11.01	7.01		9.58	83.68	239.76
4254.5									
1756 Pace	9:43		9:11	8:34	8:41		8:11		



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Inbound mail measurements



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Outbound mail measurements



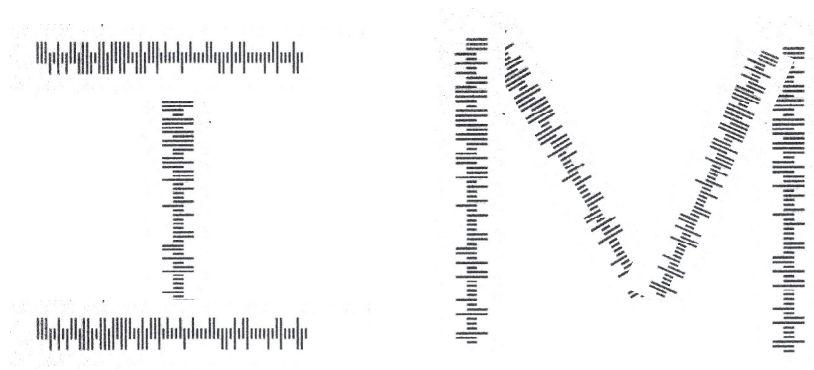
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Campaign measurements



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What do we do next?

- Learn from measurable actions
- Adjust methods and tools
- Perfect is the enemy of good



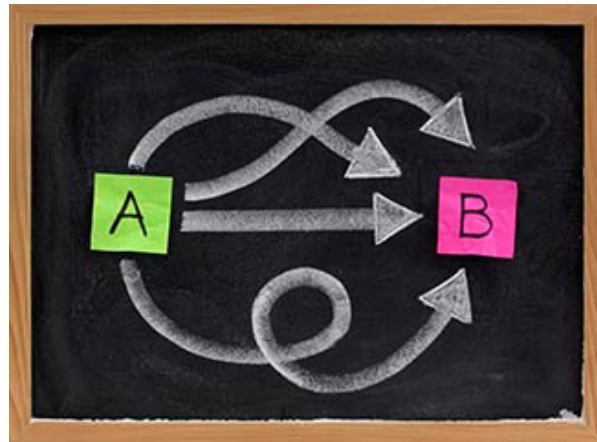
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Evolution Requires Flexibility



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Questions?

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