



Artificial Intelligence: Help, Not Hype

Greater Birmingham, Greater Gulf Coast and
Central Mississippi
Postal Customer Councils

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Meet Your Overlords!



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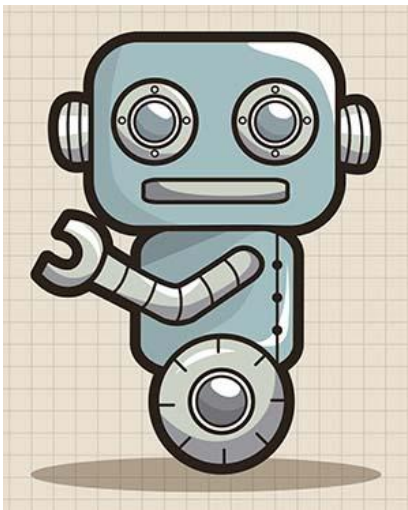
AI: An Overview

- What is AI?
- AI in Business
- AI in Print and Mail
- AI and Postal Promotions
- First Steps



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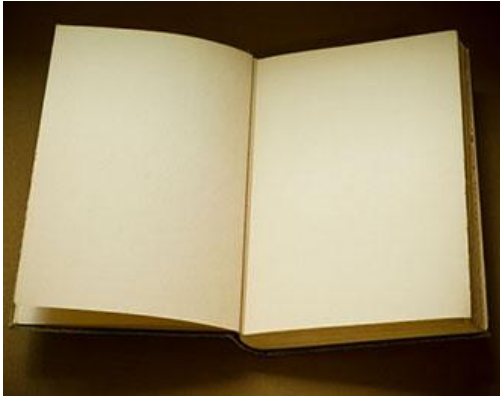
What is AI?



- Definition(s)
- Brief History
- AI in Everyday Lives
- AI Terms

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Top 10 Terms in AI



- Machine Learning
- Deep Learning
- Neural Networks
- Large Language Models (LLMs)
- Natural Language Processing (NLP)
- Computer Vision
- Training Data
- Algorithm
- Generative AI
- Internet of Things (IoT)

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AI in Business

- Robotics
- Data Analytics
- Customer Service
- Security
- Agentic AI



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AI and Inbound Mail



- OCR+++
- Digital Mail
- RPA – Robotic Process Automation
- Analytics and accountability
- ????????

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AI in Print and Mail

- Production Management
- Preflight files
- Quality control
- Predictive maintenance
- Analytics and accountability
- ????????



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AI and Postal Promotions



- Integrated Technology Promotion
– 5% Postage Discount in 2026
- “Pick 6” Scheduling
- Option 1: Mailpiece Copy
- Option 2: Mailpiece Image
- It’s easier than you think
- Don’t forgot the Add-Ons!

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AI: First Steps

- IT Requirements
- Legal/Compliance
- Vendors
- Research
- Stay Informed
- Play! (responsibly)



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AI: Words of Caution

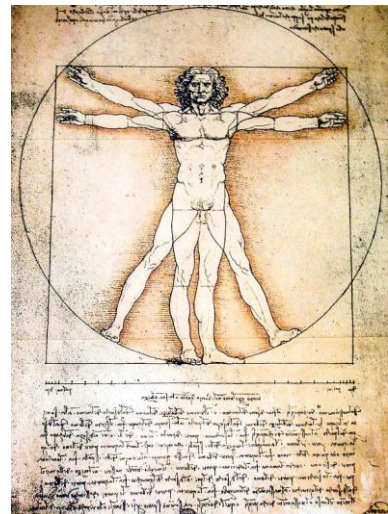


- AE – Artificial Exuberance
- Governance
- Built-in Bias
- Hallucinations / Slop
- Energy Resources
- Impact on Morale

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AI: Why I'm Optimistic

- *Future Shock*, Alvin Toffler (1970)
- *Megatrends*, John Naisbitt (1982)
- Technology is part of our evolution
- Humanness is an equal partner
- Balance
 - Tech can support and improve life
 - We need to know when to unplug



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The Berkshire Company Free Resources

Thursday Thoughts on AI Newsletter

<https://www.berkshire-company.com/thursday-thoughts-sign-up>



AI: Help Not Hype

<https://www.berkshire-company.com/june-2026-birmingham-pcc>



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Thank You!

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The Berkshire Company has helped more than 100 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

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