

**Informed Delivery™ Standup Talk 1 - For Immediate Distribution  
FOR ALL EMPLOYEES IN MAJOR METRO DEPLOYMENT AREAS  
USPS® Expands Informed Delivery™**

We are doing something new and digital with mail - and you're invited to try it first!

- Informed Delivery is an optional, free feature that gives residential consumers the ability to see a daily preview of their household's letter-sized mailpieces that will be arriving soon.
- This feature offers consumers the convenience of seeing what is coming to their mailbox- anytime, anywhere- even while traveling. Through this feature, USPS is making mail a more valuable and effective communication channel for mailers and consumers, maintaining the relevancy of physical mail in today's highly digital environment.
- Informed Delivery has been piloted for several years and consumers love it! This year, the feature will be expanded nationwide, and our service area is part of the initial expansion.

**How Does Informed Delivery Work?**

We use existing processes to gather digital images of the exterior of mailpieces as they are processed through automation equipment.

- Informed Delivery uses those images to provide digital notifications to users in advance of the delivery of physical mail.
- Participating users can receive an email notification, referred to as a "digest", that includes grayscale images of the exterior, address side of incoming letter-sized mailpieces, as shown in this illustration.
- Users can also view their household's mailpiece images for the past 7 delivery days on their online dashboard at USPS.com®.

Informed Delivery will be activated, in waves, across the U.S. between now and May.

- ZIP Codes™ will be activated based on the Processing and Distribution Centers (P&DCs) that support them. This activation will be facilitated by Headquarters.
- Keep in mind that an entire District may not be activated at the same time.

**How Can We or Consumers Sign Up?**

- Go to [informeddelivery.usps.com](http://informeddelivery.usps.com) and use the ZIP Code checker to see if your ZIP Code area is eligible for Informed Delivery. If it is, select "Sign Up".
- If you don't already have your own personal account on USPS.com, you will have to create one first.
- Once you are signed up or signed into your account, to see if your individual home address is eligible for Informed Delivery, go to your Profile, select My Preferences, and see if the feature is showing in the Account Management section.
- Sign up is voluntary and must be completed off the clock. As with My USPS®, an identity verification process is required to participate.

**How Does Informed Delivery Impact Us?**

Informed Delivery has not been widely marketed to consumers in our ZIP Codes yet, however, it will be in the near future. As a result of this marketing, you may receive questions from consumers about the feature or how to sign up. We recommend you direct consumers to the [Informed Delivery website](#) which has an extensive list of FAQs. Thank you for your time and for your support as we roll out this new and exciting feature.

*Provided by HQ Product Innovation- 2017*

**Informed Delivery™ Standup Talk 2 - For Distribution upon Receipt of Job Aids & Collateral  
FOR ALL EMPLOYEES IN MAJOR METRO DEPLOYMENT AREAS  
Informed Delivery™ Job Aids & Collateral**

In our last Standup Talk, we introduced you to Informed Delivery, a new notification service that will soon be marketed and promoted to consumers in our service area as part of the nationwide expansion of the feature.

As a reminder, Informed Delivery is an optional, free feature that gives residential consumers the ability to see a daily preview of their household's letter-sized mail pieces that will be arriving in their mailboxes soon.

Once signed up, users can view grayscale images of the outside of their letter-sized mailpieces on a computer, tablet, or mobile device. Informed Delivery offers consumers the convenience of seeing what is coming to their mailbox- anytime, anywhere- even while traveling.

**How Does Informed Delivery Impact Us?**

You may receive questions as Informed Delivery expands nationwide and the feature is promoted and marketed to consumers in our ZIP Codes™. The purpose of this Standup Talk is to remind you

that marketing for this feature will begin in our area soon. To help you understand Informed Delivery and its benefits, as well as to equip you to answer questions about the feature, we've been provided some job aids and collateral.

- **Trifold Brochure:** This brochure provides an overview of the feature, how it works, and information on how to sign up. This resource is for **internal use only** and should not be given to consumers; it is solely for your reference.

- **Pocket Pad:** This Pocket Pad can be used by carriers or clerks. You can tear off a sheet from the Pocket Pad to provide to consumers that express interest. This sheet contains information on how to sign up and provides the URL for the website where consumers can learn more about Informed Delivery. The Pocket Pad does not bear U.S. postage and therefore **should not be placed inside a consumer's physical mailbox or PO Boxes**™.

A select number of these Informed Delivery job aids and collateral have been shipped to our office; we will order additional job aids and collateral online as needed.

#### **Where Can We Find More Information?**

You or our consumers can visit the Informed Delivery website at [informeddelivery.usps.com](http://informeddelivery.usps.com) for an extensive list of FAQs and to get information on how to sign up as a personal user of Informed Delivery.

As a reminder, our participation is optional and sign up must be completed outside of work hours. As USPS® employees, our support is essential in helping USPS make mail a more valuable and effective communication channel and maintain the relevancy of physical mail in today's highly digital environment.

Thank you for your time and support as we roll out this new and exciting consumer feature!

*Provided by HQ Product Innovation- 2017*