

UNITED STATES POSTAL SERVICE

# USPS – Privacy and CRM

## Information Security and Privacy Advisory Board Meeting

March 16, 2004

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- Background
- Why we are doing it?
- The Solution
- Privacy Implications
- Customer Gateway – Business Customer Application

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- SCOPE:
  - 750,000 employees
  - 37,000 retail locations – 7M customer transactions daily
  - One of largest govt. websites (approx. 340,000 daily hits)
  - 70+ customer databases - 15 customer call centers
  - 200B mail pieces yearly – mail industry 8% of U.S. GDP
  - 14,000+ servers / 113,000+ desktops / 20,000+ laptops
- BUSINESS MODEL:
  - Independent government entity
  - Transformation Plan and Presidential Commission

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**USPS Organization – CPO**

**USPS Privacy Advisory Board**

- Chief Privacy Officer (CPO)
- Chief Information Security Officer
- Manager, Internet Services
- Inspector, Computer Crimes & Commerce
- Manager, New Business Programs
- Manager, Advertising
- Manager, Internet Channel
- Manager, CRM
- Manager, HR Policies & Programs

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- **Customer ID Initiatives**
- **Cross-Functional Committees**
  - Privacy Committee
- **Organizational Commitment**
  - Business case, funding
- **Milestones**

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Customer information is in many places and not integrated

Customer Specific	Non-Customer Specific

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**Customer ID is consistent with USPS architecture, privacy, security, hardware and software.**

- Simple in design for corporate-wide use
- Minimize imposition on existing systems
- Commercial-off-the-shelf (COTS)
- Current Systems - Standard toolkit for integration
- Future Systems - will work with them early in their development
- Enterprise Data Warehouse (EDW)

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**A key goal of the CID Integration approach is to minimize the imposition on existing business systems.**

- CID is built-Went into Production on 9/26/03
- CID team leads integration process
- Integration Toolkit- standard methodology to business systems
- Funding for integration provided by Marketing
- Integration with eCAP and CBCIS completed
- Integration with other business systems will be completed by Spring 2004

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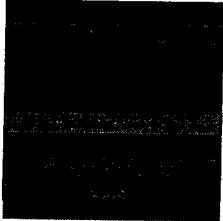
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**The benefits of CID will be realized through further integration with other key initiatives (i.e.)**




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UNITED STATES FEDERAL MARIJUANA

- **Privacy – CRM and Marketing**
  - Protection and Strategic Use of Information
  - Apply Technology and Processes

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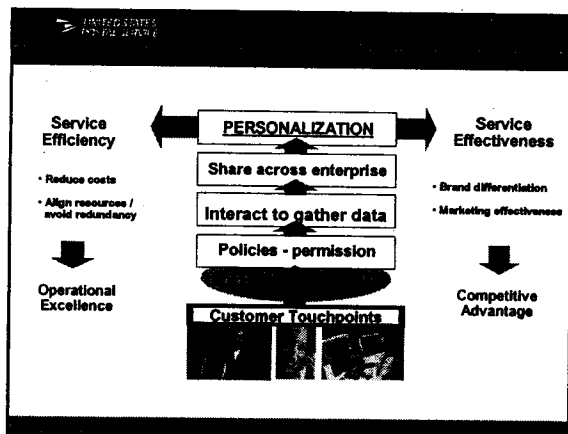
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UNITED STATES FEDERAL MARIJUANA

- **Data Accuracy**
- **Service**
  - convenience & ease of use
  - access across channels
- **Customer Choice**
  - opt-in
  - opt-out

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- Privacy Act
  - systems notices
  - database compliance
- Online - usps.com (FTC & OMB)
- Security & EDW
- Records

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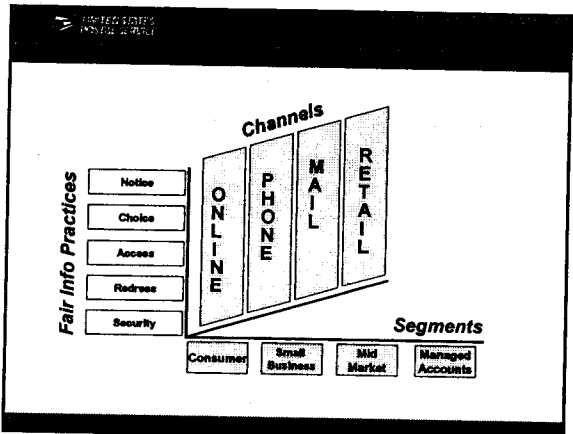
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- Limited implementation budget
- Numerous customer forms
- Numerous collection systems of various age/size
- Non-integrated use and sharing of customer information
- Lack of knowledge about privacy inquiries across channels

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***We have an opportunity to drive down costs while making it easier for our customers to do business with us..***

- Long history of providing internet-based services
- Full range of customer segments—consumers through large, mail-centric companies
- The first gateway implementations address the needs of these customers.
- Later release of the gateway will deliver capabilities that support smaller mailers and consumers

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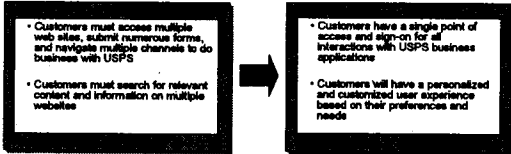
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***The Customer Experience:***



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***Four Key Characteristics of the Customer Gateway:  
(Business Customers)***

- Design and Navigation
  - Framework for organizing information and content
  - Consistent customer experience across enterprise online brand
- Customer Experience
  - Targets all business customer segments via online channel
  - Addresses and meets the needs of all business customer groups
- Single Point-of-Access
  - Single interface to access content, applications, and data
  - Leverages single sign-on to integrate with existing web applications
- Customization and Personalization
  - Customers determine information and content displayed on the page
  - System displays information based on profiled attributes or behaviors

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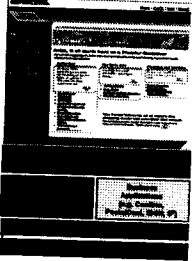
**The Customer Gateway Initiative:**

**Big step towards making our services easy to use**

**Leverages the identification services of our Customer ID**

**Requires change of mindset: Away from stand-alone, individual components**

**Needs the collaboration of IT, Privacy and numerous stakeholders in Marketing**



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