



Performance Based Verification

The Postal Service is about to move into PBV – Performance Based Verification. PBV is the next phase in the redevelopment of Business Mail Entry in alignment with the USPS Intelligent Mail vision.

Performance Based Verification is an acceptance workflow initiative which provides a new set of business rules for the verification of commercial business mail. PBV will use a mailer's past verification performance to determine the frequency, the sample size to be used for verification and the type of mail verification (MERLIN, bundle verification, short paid worksheets, etc.) that will be performed by the Business Mail Entry Unit.

This approach will focus verifications on mail preparers that submit improperly prepared mail, while reducing the number verifications performed on mail preparers that consistently submit properly prepared mail. The PBV effort will incorporate factors associated with mail preparation and mail preparer characteristics that support the development of a comprehensive risk profile for a mail preparer.

Once implemented, PBV will reduce manual data entry into PostalOne!, reduce the total number of verifications needed to be performed and assist customers in improving their mail preparation quality.

Simply put the objective of the PBV approach is to generate new verification rules that:

- Are based on past mail preparer performance
- Maximize effectiveness of resources
- Minimize cost of rework and revenue loss
- Minimize the cost of verification
- Improve customer feedback and support

The Lakeland District has had PBV fully implemented since April 2009. The Green Bay Business Mail Entry Unit has already been PBV activated. We will continue to roll in offices throughout the district tentatively completing Milwaukee Business Mail Entry Unit by February 6th and the Madison Business Mail Entry Unit by February 27th 2010.

If you have any questions regarding the PBV - Performance Based Verification process, I can be contacted at 414-287-1971.

Melinda C. Stefanski
Manager, Business Mail Entry