

BEFORE THE  
POSTAL REGULATORY COMMISSION  
WASHINGTON, D.C. 20268-0001

RATE AND SERVICE CHANGES TO IMPLEMENT  
BASELINE NEGOTIATED SERVICE AGREEMENT  
WITH BANK OF AMERICA CORPORATION

Docket No. MC2007-1

**OBJECTION OF THE UNITED STATES POSTAL SERVICE  
TO INTERROGATORY OCA/USPS-T1-48(B)**  
(May 11, 2007)

In accordance with Rules 25 and 26 of the Commission's Rules of Practice and Procedure, the United States Postal Service objects to interrogatory OCA/USPS-T1-48(b), filed on May 1, 2007. This interrogatory refers to USPS witness Ayub's response to OCA/USPS-T1-35 which includes a Microsoft Excel workbook titled "IMB Scan Rate\_#35" that contains customer-specific information on three customers who participated in a pilot test of Seamless Acceptance. Interrogatory OCA/USPS-T1-48(b), asks the Postal Service to provide copies of the documents or files containing the data used to calculate the scan rates for individual mailings identified in the workbook. The Postal Service objects to this interrogatory on grounds that the responsive documents contain commercially sensitive information that is not relevant to the instant proceeding.

**Commercial sensitivity.** The responsive documents contain customer-specific identification numbers (i.e., Business Entity Identifiers or "BEIs"), imbedded in Intelligent Mail Barcodes ("IMBs") that connect specific mailpieces with the senders of those mailpieces. The public disclosure of such information would reveal the mailing patterns and practices of the Seamless Acceptance test participants and the quality of the

participants' barcodes. In addition, the responsive documents contain information that identifies each address to which a participant sent a mailpiece during the Seamless Acceptance pilot test. The public disclosure of this information would allow competitors of a participant to identify and target individual addresses and destination ZIP Codes on that participant's mailing list, thereby providing the competitor with insights into the marketing practices and customer demographics of the participant. The disclosure of such information would likely deter customers from participating in tests similar to the Seamless Acceptance pilot test, which requires customers to disclose this information to the Postal Service. Additionally, the Postal Service's ability to retain customers' confidence would be significantly impaired if this information were disclosed in this proceeding.

**Relevance.** The Bank of America NSA at issue in this proceeding is unrelated to the performance of the Seamless Acceptance test participants. The data underlying the scan rates derived from the Seamless Acceptance pilot test only pertain to customers other than Bank of America. Hence, the data contained in the requested documents has no relevance in this proceeding. OCA/USPS-T1-48(b) seeks the disclosure of data that do not relate to character of the mail that is eligible for price discounts under this NSA. Because the responsive data are based on a pilot test of a self-selected group of mailers, it is highly unlikely that the data provide any insight into the mail quality of prebarcode mailers generally, or of Bank of America's mail in particular.

For the above stated reasons, the Postal Service respectfully objects to interrogatory OCA/USPS-T1-48, part (b).

UNITED STATES POSTAL SERVICE

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OCA/USPS-T1-48. Please refer to your response to interrogatory OCA/USPS-T1-35.

- a. Please provide copies of all documents that contain or discuss possible or actual reasons for the variations in scan rates (among individual mailings) shown in the Excel attachment to the response. If no such documents exist, please provide an explanation for these variations in scan rates.
- b. Please provide copies of the documents or files containing the data used to calculate the scan rates for individual mailings.
- c. Please provide the basis for the statement,

High profile pilot studies of this kind are often viewed by the participants as a chance to showcase both the new technology and the skill of the study participants at mastering it. For this reason, participants in studies of this kind often devote more resources to maintenance, alignment, cleaning and calibration than might be expected with a mature technology used in the ordinary course of business. Needless to say, special efforts of this kind can hardly be regarded as good proxies for Before Rates performance in an NSA.

- d. Does (will) BAC use either Mailer A or Mailer B to prepare its mailings?

## CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

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