

USPS.com

USPS.com, the U.S. Postal Service's website, is a powerful, transaction-based platform that receives more than 800,000 daily visits—thanks to Aquilent's wide-ranging, effective Interactive Design Engineering services.

the objective_

To transform USPS.com, the website of the U.S. Postal Service (USPS), from a disjointed collection of informational sites to a powerful, transaction-based platform that allows USPS to extend and evolve its business to:

- > Provide easier access for citizen services
- > Provide additional tools to customers
- > Lower cost of the service organization
- > Provide a platform for future online products and tools

the solution_

Aquilent has provided ongoing and extensive Interactive Design Engineering (IDE) services for the USPS Internet channel, including strategy, business analysis, project management, customer requirements definition, creative web design, information architecture, usability testing, copywriting, content management, web log metrics and analysis, online surveys, banner ad management, and staff augmentation. Aquilent's improvements to USPS.com reflect a solutions-based design

that promotes revenue-generating transactions and allows more intuitive navigation and a positive user experience.

Our team helped USPS provide quality products and services via USPS.com while lowering operating costs by moving appropriate functions and services online. Due in part to Aquilent's work, USPS.com has realized over \$900 million in cumulative savings and a 143% increase in average monthly transactions.

Aquilent has supported USPS.com through the following:

- > **Strategy and Program Management:** Aquilent worked with USPS to manage the overall direction of USPS.com, and coordinated the creation of organization-wide, web-based solutions. We ensured that the web-based solutions launched on the corporate website serve key customer needs, support USPS goals, and are consistent with internal USPS policies and external industry best practices. Aquilent provided USPS management, content owners, and information technology (IT) teams with data, measurements, and analysis of the performance and effectiveness of the USPS website. This data supports targeted analyses of specific areas of the site as well as specified characteristics of user behavior.
- > **Design and Information Architecture:** Aquilent executed proven and mature methods for presenting content on the web,



including copywriting and design. We also identified and resolved issues regarding compliance with established 508 and Style Guide requirements.

- > **Usability and Metrics:** Aquilent improved the usability and information architecture of USPS.com and conducted regular usability tests to make the site easier to navigate and more intuitive. We also used web analytics and online survey tools to analyze site traffic and solicit user feedback. Aquilent worked with USPS management, content owners, and IT to develop, refine, implement, and attain measurable goals.

The Aquilent team has conducted over 500 initiatives and 250 launches for the Internet channel and USPS Business Drivers. The following sample projects performed by Aquilent illustrate our depth and breadth of USPS knowledge.

- > **Security of the Mail:** The Aquilent IDE team worked for 48 hours straight with USPS.com program management to deploy the 30+ page Security of the Mail site. The site contained information about the 2001 anthrax incident and contained news updates for each individual facility (by state) that had been impacted.
- > **Marketing Intranet:** This internal USPS project required that the Aquilent IDE team work hand in hand with key stakeholders in the USPS marketing organization to build an intranet that satisfies and serves its audience. This project offered Aquilent substantive insight into the USPS marketing organization and extended USPS.com's service to include intranet work, in addition to the public-facing website.
- > **Carrier Pickup:** Carrier pickup is a free service that allows customers to schedule package pickups up to three months in advance. Packages are picked up the next postal delivery day when the carrier delivers mail. This accelerated-pace initiative launched a major new service offering on USPS.com in less than three months from start to finish. The effort involved intense cooperation between multiple USPS organizations.
- > **USPS.com Training:** In a two-week turnaround time, members of the Aquilent team produced a training session and materials intended to introduce members of the USPS field staff to the capabilities featured on USPS.com. Aquilent traveled with the USPS.com management team to conduct the training, which was widely accepted by the training audiences and the USPS organization.

the payoff_

USPS.com ranked as the No. 1 brand among U.S. government websites in July 2004, according to Nielsen/NetRatings. Since Aquilent began working with the Internet channel, we've seen:

- > Over \$1.7 billion in total value created.
- > Over \$50 million in direct revenue per month.
- > Over \$900 million in cost avoidance.
- > Over 1.1 million daily visits to USPS.com.

HIGHLIGHTS

- > Site enjoyed 143% increase in average monthly transactions.
- > Features a design that promotes revenue-generating transactions.
- > Design allows for more intuitive navigation and a positive user experience.
- > Lowers operating costs by moving functions and services to online formats.
- > Site generates over \$50 million in direct revenue per month.
- > Site realized over \$900 million in cumulative savings.

AWARDS

- > 2005 Excellence.gov Winner
- > 2005 Best of the Web—Government
- > 2004 Excellence.gov Finalist
- > 2004 Grace Hopper
- > 2003 E-Gov Explorer
- > 2004 InfoWorld 100
- > 2001 WebAward

