MDA Customer Service Help Desk

What is the MDA Customer Service Help Desk?
The MDA Customer Service Help Desk is a centralized process that connects customers directly with Mailpiece Design Analysts (MDAs) who have specialized mailpiece design expertise.

Getting in touch with the MDA Customer Service Help Desk
Customers with Mailpiece Design requests may contact an MDA directly by dialing **855-593-6093**, or by sending an email to MDA@usps.gov .

MDA Customer Service Help Desk hours of operation are
Monday through Friday, between **7:00 am and 5:00 pm CST**.

Upon contacting the MDA Customer Service Help Desk, a ticket is opened and provided to the customer. The open ticket/reference number can be used to connect directly with the MDA working the ticket by calling the MDA Customer Service Help Desk and selecting the corresponding Menu Option.

What mailpiece design services do the MDAs perform?
Mailpiece Design Analysts (MDA) are available to provide a variety of services to postal customers for mailpiece design and review, including:

Reply Mail Evaluations
- Qualified Business Reply Mail™ (QBRM)
- Business Reply Mail® (BRM)
- Courtesy Reply Mail™ (CRM)
- Permit Reply Mail™ (PRM)
- Meter Reply Mail (MRM)

Enhanced Mailpiece Automation-Compatibility (EMAC) Review*
- Automation Cards
- Automation Letters
- Automation Folded Self-Mailers
- Automation Booklets
- Automation Flats
- Automation CD

Intelligent Mail® Suite of Barcodes and Other Tests
- IM® Barcode
- IM® Container Placard & Barcode
- IM® Tray Label and Barcode

- Address Change Service® (ACS)
- IMb Tracing
- POSTNET ™ Barcode
- Reflectance Values
- Tap Test
- Card and Letter Thickness

Other Reviews and Services
- **Artwork Requests****
- Full-Service Barcoding Questions
- Customized MarketMail™ (CMM)
- Flats Addressing
- Flats Deflection
- Magnets
- Mailability
- Mobile Barcode
- Repositionable Notes

Direct Benefits for Postal Customers!

The MDA Customer Service Help supplies Postal customers with several key services and support that directly benefits their businesses:

- Customers have access to a nationwide pool of highly-qualified MDAs who provide valuable mailpiece design consultation
- Customers emailing MDA@usps.gov can expect to be contacted by an MDA within one business day
- Specialized training has been created to further develop and maintain the skills and expertise of the MDAs
- Providing the customer with an experienced partner with whom to collaborate
- Tickets/Reference Numbers for customer inquiries are actively tracked and monitored to support response quality and timeliness
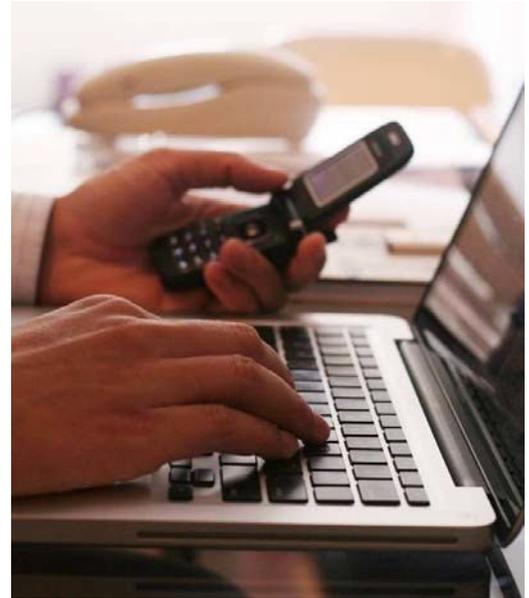
*What is an Enhanced Mailpiece Automation Compatibility (EMAC) Review?

An Enhanced Mailpiece Automation-Compatibility (EMAC) review provides guidance to the mailer in the form of a complete evaluation of the mailpiece and indicates if the design format would be acceptable for automation prices at the time of entry. Once the review has been performed, the mailer can proceed to create their mailpiece with the confidence that the selected design would be acceptable at automation prices anywhere in the nation. The EMAC review will be provided in writing and will be stored in a document repository along with the image of the mailpiece accessible to BMEU personnel nationwide. The following requirements and restrictions apply:

Requirements: To obtain an EMAC review, customers must submit a mock-up sample, pre-production or production sample of the mailpiece. In selected cases, electronic images may be acceptable; consult with the MDA for additional details.

Restrictions: Production samples (actual mailpieces to be submitted at the point of acceptance) must satisfy all eligibility requirements for automation processing as stated in the Domestic Mail Manual (DMM). The mailing must be prepared in accordance with all other preparation requirements as determined by the Bulk Mail Entry Unit at the point of acceptance). Our comments with respect to the sample are only valid for the automation-compatibility aspects analyzed and for the mailpiece sample submitted. Other restrictions may apply; consult with the MDA for additional details.

** Artwork Requests

The ABRM application is a web-based, self-service tool that assists Reply Mail customers with creating domestic Courtesy Reply Mail (CRM) ™, Business Reply Mail (BRM) ®, and Qualified Business Reply Mail (QBRM) ™, and Meter Reply Mail (MRM) artwork for card, letter, and flat-size mailpieces. You can access the ABRM site by going to: https://gateway.usps.com . The tool is available 24 hours a day, 7 days a week. For additional information, please reference the ABRM Tool brochure or contact the MDA Customer Service Help Desk at 855-593-6093.

Who can assist me with mailing requirements and business mail questions?

For questions concerning business mail preparation, requirements, or acceptance, consult with the Business Mail Entry Unit of the local Post Office® where your mail is entered or permit is held. You can also contact the District Business Mail Entry Office. You can locate the phone number and address of your District Business Mail Entry Office by visiting the District Business Mail Entry Locator on RIBBS.