Rethink how you mail.

Third-party presort can spark new efficiencies, savings, productivity and innovation.
Mailers hardly need reminding these days that innovative technology, digital and mobile devices, and new communications channels, along with constantly changing regulations, have rocked their industry.

Amidst all the disruption, however, mailers still have to run their businesses, keep clients happy, win new business, and make a profit.

Fortunately, innovation isn’t a one-way street; it’s a weapon mailers themselves can use to gain greater agility, improve efficiency and productivity, and better engage prospects and customers.

But innovation isn’t a one-time phenomenon. Many mailers can find the constant demand to invest in new equipment, retrain personnel, revamp business processes, or keep up with USPS® regulations just as time-consuming as focusing on their core business.

Best in class, third party presort services can be the ideal solution to this dilemma.

Presort services’ full-time mission is to help streamline mail and parcel processing, improve logistics, optimize delivery reliability, maximize postage savings and reduce complexity. They work hand-in-hand with mailers for greater operational flexibility, and they augment mailers’ services with innovative solutions that improve the performance and value of mail, and client satisfaction.

Even if you think you’ve achieved all the efficiencies you can, in this time of great upheaval, presort services are well worth another look.

Get more out of mail.
• Engaging more and spending less.
• Streamlining logistics.
• Gaining clarity from mail visibility.
• Optimizing Marketing Mail’s potential.
• Staying flexible and agile.
• Focusing on what you do best.
Five trends that impact the way you mail

Mailers understand that market dynamics are constantly in flux. If you don’t adapt, you’ll miss out on opportunities, pay more and fall behind your competition.

Multiple trends underscore the value behind outsourcing your presort operations.

01. There’s less First-Class Mail®
More statements and notices are sent electronically, and mail volumes are down. With smaller job runs, you may not have the volume you need to consistently achieve five-digit presort discounts on your own. Presort services commingles your mail with others’ to achieve the volume necessary to deliver greater discounts.

02. There’s more Marketing Mail™
Marketers are breaking through the clutter of emails, tweets and posts with highly personalized mailings. To add savings and provide more predictable in-home dates, presort service providers induct mail closer to its final destination.

03. Parcels shipments are skyrocketing.
There’s more to presorting than mail processing.

In the age of Amazon Prime, the number of business-to-consumer parcel shipments is exploding. McKinsey forecasts that parcel shipments in the U.S. could more than double to 25 billion parcels annually by the middle of the next decade. Ecommerce leads the way, with B2C parcel shipments approaching the volume of B2B traffic in mature markets like the U.S.¹ The most recent Pitney Bowes® Parcel Shipping Index report forecast a 20 percent growth in parcel shipments by 2018² To capitalize, mailers need innovation and expertise to control parcel shipping costs and streamline operations. Presort services who specialize in processing parcel shipments can help you do both.

04. The USPS consistently launches new programs and features.
Informed Delivery™, Informed Visibility™, Full-Service Intelligent Mail®, eInduction® and Seamless Acceptance are just a few recently introduced USPS programs and features designed to improve mail processing and performance, and save postage costs. Mailers may need new technologies and workflows to fully take advantage of them.

You’ll save time and effort by working with a presort services provider with rich mail preparation expertise and a focus on staying educated about changing USPS requirements.

05. Financial pressures are unrelenting.
During recent years, mailing services organizations have done a lot to cut costs and eliminate waste. But each year, you’re asked to do it again. Developing a relationship with the right presort services provider can help optimize every process, and squeeze out every penny without sacrificing service.

The problem of returned mail can also damage mailers’ bottom lines. Undeliverable-as-addressed mail annually costs the mailing industry an estimated $20 billion, according to the Office of the Inspector General. Hidden penalties like delayed bill payments, lost revenue, and dissatisfied customers compound the issue. Presort services can deploy innovative solutions that combine automation, data management and address quality expertise to slash returned mail volumes.

For more information please visit: pbi.bz/returnedmail

Six ways best-in-class presort services can help

Mailers are confronted daily with these implacable trends. Many look to presort services companies to help them cope.

The best presort partners work hand-in-hand with mailers.

They invest in new equipment and technologies, and in people who understand best practices in mail and parcel processing. They maintain operational facilities across geographies that support the commingling of mail to generate cost savings. They manage regulatory complexities. And they offer innovative services that take cost and pain out of sending First-Class letters, flats, Marketing Mail and parcels.

They empower mailers in six key ways, helping them:

01. Engage more and spend less.
In an increasingly multichannel world, mail maintains its critical role. Americans are spending over five hours a day consuming digital media.³ Customers and prospects will probably notice only a dozen messages in a day, and they’ll remember as few as four. It takes up to 12 touches, via the mail or through digital channels, to drive today’s shopper to reach a buying decision.

²The Pitney Bowes Parcel Shipping Index, which measures both volume and spend for B2B, B2C, C2B and consumer-consigned shipments with weight up to 70 lbs (31.5 kg) in 12 major markets, including the U.S.
While physical mail may cost more than digital alternatives, it remains one of the most effective ways to engage customers. Nielsen reports that mail offers the strongest ROI for both retention and acquisition. According to the Data and Marketing Association (DMA), direct mail’s household response rate is 5.1%—as compared to 0.6% for email and 0.4% for social media. Among digital-native post-millennials, people aged 18-21, direct mail’s response rate is 12.4%.

Best in class presort services providers excel in logistics. They provide 24/7 access to service and support, as well as incident tracking and geo-location tracking.

Large national service providers use software to track weather patterns, traffic accidents and road construction. Trucks can be quickly re-routed to avoid possible delays, whether they’re caused by nature or man. Even if an engine problem or flat tire on a tractor-trailer disrupts a shipment, your mail will be transferred to a different vehicle and delivered on time.

These presort services’ operational footprint and attention to business-resilience best practices gives them the flexibility and the expertise to ensure that mail processing and logistics operations continue to deliver optimum reliability and efficiency.

03. Improve control through mail visibility.
Digital marketers track every visit, click and lead. Now mailers can get the same level of visibility if they have the right tools, barcodes and systems in place.

Presort service providers use the Intelligent Mail barcode and let you monitor the flow of your mail without added hardware or software expense.

- Validate that each piece was mailed on time
- Generate audit trails required for industry regulators
- Mitigate fraud due to misdirected checks and cards
- Avoid canceling accounts when payment is in the mail
- Coordinate multichannel campaigns
- Answer customer inquiries regarding mail status
- Forecast cash receivables

By using software that offers a clear, comprehensive view of your mailstream, presort services can help you monitor jobs from the moment they’re first processed to the last scan with the USPS.

They can help you demonstrate that mailings were sent on time, verify compliance with service level agreements and regulations, and produce documentable audit trails.

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3US Adults Now Spending 12 Hours 7 Minutes a Day Consuming Media, eMarketer, May 1, 2017.
2016 Response Rate Report, Data & Marketing Association.
They also can help mailers improve expense management. High-level reports consolidate data from multiple locations and campaigns. Detailed reports make it easy to allocate postage costs across projects and business units.

04. Optimize Marketing Mail’s potential.
While First-Class Mail volume has declined in recent years, Marketing Mail volume is up. The reason? You can engage customers, generate leads and sell products in new and more cost-effective ways.

New technologies and workflows provide more consistent delivery and lower pricing. Features like USPS Informed Delivery affordably generates multiple digital impressions and clickable interactivity for direct mail. Innovative services such as Pitney Bowes Synchronize™ Mail + Mobile combines the unique advantages of direct mail and mobile advertising.

Presort services can help you take advantage of these innovations, while offering core capabilities for Marketing Mail:

More precise delivery windows
Presort networks that span the entire United States can route and induct Marketing Mail closer to its final destination. This provides more reliable in-home dates, so you can coordinate multichannel efforts, follow-up effectively and know when mail should arrive.

Just-in-time mail drops
You don’t have to wait until you have enough volume to qualify for lower postage rates. Mailers who utilize presort services enjoy the same postal savings on small print runs, and they can get their mail out sooner.

Fixed-rate pricing
Some presort service providers offer fixed-rate pricing. This makes it easy to manage costs. Avoid the fluctuations that arise when geographic densities vary from campaign to campaign. Budget more effectively and manage marketing ROI without worrying about volume.
05. **Stay flexible and agile.**
If you’ve already invested in presort software and/or hardware, you may be wondering whether to continue presorting in house or outsource to a third-party provider. You may be able to save the most with a hybrid approach.

Presort services let you outsource as much or as little of your mailing or overall operations as you wish. This flexibility helps save expenses for new equipment and controls labor costs. It also helps you scale upward quickly in capacity, capability and staffing to handle profitable new business, and deal with changing mail volumes from mailing to mailing.

Consider blending in-house and outsourced mail processing services. You can presort mail onsite using your own hardware and/or software. Take mail that qualifies for the lowest five-digit presort rates directly to the Post Office™. Get your presort service provider to pick up the rest. They’ll process it with mail from other organizations—a methodology called “commingling”—to achieve the best discounts.

This hybrid approach combines the control of in-house operation with the added savings of commingled mail. Either way, you can track your mail at every step. For many, it’s the best of both worlds.

06. **Focus on what you do best.**
Best in class presort companies’ fulltime job is to help mailers stay productive, successful and profitable. They invest heavily in the services, knowledge base, and technologies that support their mailing clients’ needs.

They let you and your personnel concentrate on your most critical mail production processes, while offloading, and avoiding, unnecessary expense and complexity.

**Consider best in class presort services.**
Not all third-party presort providers are the same. Several factors separate the best from the rest:

**National networks:** A robust national presence with a superior transportation logistics infrastructure adds flexibility and reliability, and maximizes savings. In many cases, mail can be moved across the network to achieve destination-point discounts.
**Sheer volume:** You need volume to achieve the best postal discounts. High-volume operations can ensure the maximum density for every ZIP code™.

**Quality controls:** Savings are important, but only when combined with speed and integrity. You should inquire about total quality management, Six Sigma processes and overall information security.

**Commitment to compliance and business continuity:** Best in class presort companies strictly adhere to changing USPS regulations and maintain a highly trained workforce. They are designed to be resilient to maximize operational flexibility and performance.

**Secure workflows:** Work sites should feature security cameras, limited card access and security fences. Sensitive mail, such as checks and credit cards, should be commingled with other mail so it does not stand out (and is less likely to be stolen or misdirected).

**Increased visibility:** Information drives results. Top service providers track individual mail pieces through the entire postal system, and offer advance notice of “hot spots” and other potential disruptions. Such insights, combined with proper spend-management tools, simplify mail management.

**Parcel shipping know-how:** Presort companies can help mailers deal with the explosion in parcel traffic, saving money, streamlining operations and meeting USPS regulations and requirements.

**Consider best in class presort services.** Mailers who once believed that they had achieved maximum efficiency are starting to re-evaluate their approach to saving money and retaining competitive advantage.

To learn more about your options, call 888 540 3813 or visit us online: pitneybowes.com/presortservices.