

United Kennel Club gets a new best friend with Pitney Bowes SendPro™ shipping solution.

Client profile

United Kennel Club ukcdogs.com

- Established in 1898, the UKC is the largest all-breed performance-dog registry in the world
- Based in Kalamazoo, Michigan, the UKC registers dogs from all 50 US states and 25 foreign countries
- Nearly 16,000 annual licensed events focus on hunting ability, training, and instinct



Consolidating the shipping process

The United Kennel Club (UKC) celebrates the Total Dog through performance-oriented, family-friendly programs. The events — challenging, but attainable — emphasize the owner-handler and breeder, and their dogs. Integral to UKC services is the Performance Pedigree™ certificate, which gives an accurate count of the number of puppies produced by each dog on the pedigree and the championships earned by those puppies. In October 2015, the UKC announced a Gold Foil option for the 4-Generation Performance Pedigree. The organization is committed to rapid delivery of the certificates to its customers.

Business challenge

UKC customers want to keep track of the status of their certificates in transit. The UKC's shipping and receiving department is responsible for timely delivery of a wide range of documents. The main challenge is the unpredictability of the shipping requirements, which include #10 envelopes, flat rate mail and USPS parcel post packages, as well as FedEx and UPS deliveries. Another challenge is the fluctuation in volume. "Every day is different, with the number of mail pieces varying significantly," explains Jeremy Kershaw, Director of Shipping and Receiving.

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— Jeremy Kershaw, Director of Shipping and Receiving

Technology used

- SendPro™ shipping solution

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Solution

The UKC had been using Pitney Bowes' pbSmartPostage™ solution primarily to meet the USPS bar code requirements to obtain discounts. When Jeremy received an email from Pitney Bowes introducing the new SendPro™ office shipping solution, he immediately recognized the more robust solution's potential value and the UKC implemented a beta version.

SendPro is a scalable, all-in-one office shipping solution designed to streamline the way organizations send anything through the USPS, FedEx and UPS. Helping to ensure precision and accuracy, the solution seamlessly integrates shipping processes with intuitive online software, enabling shippers to compare rates, weigh packages, print labels, track shipments and manage expenses with one complete system. Using just one login, one shipping form and one address book for multiple carriers, the SendPro solution significantly reduces the time and effort it takes to ship multiple and varied pieces. The solution also consolidates inbound and outbound tracking, enabling companies to easily track shipments. In addition, it consolidates expenses from all carriers, making it easier to manage budgets.

Benefits

“This is by far the most efficient and user-friendly shipping tool I have come across,” says Jeremy. “I have used them all, and this is the best.”

In the first month the UKC implemented the SendPro office shipping solution, the company shipped approximately 600 pieces, consisting of 374 flat rate priority mailers and 193 tubes (the packaging for

the coveted Performance Pedigree certificates). Media mailings — magazines and books of forms used at performance events — comprise the additional mailings.

“We love the user interface,” says Jeremy, noting that it is extremely easy to use and facilitates training less experienced shippers.

Jeremy attributes much of the improvement in the shipping process to the scale and printer that come with SendPro. “The scale and label printer have sat on my desk for just a month and have more than paid for SendPro by saving time and eliminating so many steps. The printer is super-fast, with no time delay.” Because the pieces are desktop, Jeremy has eliminated the traditional time-consuming process of running back and forth between a remote scale and printer and his computer. He weighs mail pieces at his desk, enters the weight in the multi-carrier user interface, compares costs and services, selects the carrier, and prints out a professional-looking label.

Because many customers like to keep track of their magazine or certificate in transit, Jeremy appreciates the solution's tracking capability, which includes the option for customers to receive tracking notifications via email. He simply goes into a package's history and sends the link to the responsible UKC department, which then tracks it internally. Managing expenses is also easier. Kershaw likes the feature that enables him to replenish the funds he puts into SendPro and the automatic email he receives confirming his action.

“Everything,” he summarizes, “is very consolidated now.”