



Shipping & Mailing
Electronic Return Receipt



Cut costs and add control with Electronic Return Receipt (eRR)

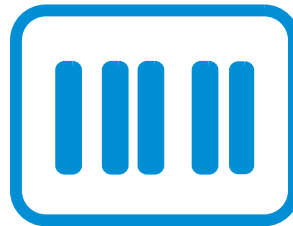
A simple, digital approach that
eliminates the challenges of
paper-based workflows.

Gain the eRR advantage for Certified Mail®.

Mailers rely upon Certified Mail with Return Receipt. It offers peace of mind that their important mail was delivered to the right recipient.

Traditionally, Return Receipt has been manual process requiring physical attachment of a "Green Card." This paper-based process can be time-consuming, expensive and prone to errors. You need to acquire special forms, manually complete, affix it to your envelope and wait for the card to come back. Then you need to log the recipient's signature as proof of delivery.

It's time to leave the "Green Card" behind. Now there's a better way, and it's digital. Electronic Return Receipt (eRR) is the proven, cost-effective way to secure proof of delivery for Certified Mail. The eRR is a simpler, more efficient process that modernizes Return Receipt for Certified Mail™.



Switch to eRR and save.

- Save time and increase accuracy. Eliminate error-prone manual processing. Look up delivery status or proof of signature instantly.
- Save money. Cut the cost of Return Receipts in half. Switching to Electronic Return Receipt saves you \$1.30 per mail piece.
- Increase sustainability. Eliminate not only paper but also physical delivery, reducing gasoline emissions and consumption.



USPS® and Return Receipt



A brief history

- 1955
"Green Cards" started being used by the USPS® for Return Receipt for Certified Mail®
- 2000
US Congress passes the Uniform Electronic Signature Act, making electronic records and signatures as legal as paper and manually signed signatures
- 2001
In July USPS® began offering Electronic Return Receipt (eRR)
- 2003
Pitney Bowes receives approval from USPS® to market automated eRR solutions
- 2005
In September, the Supreme Court of Ohio recommends the use of electronic certified mail systems and recognizes eRR to be equivalent to a hard copy Green Card
- Today
eRR provides cost savings and improves workflow for certified mail return receipt

Save time and increase accuracy with eRR.

Green Card usage has its drawbacks. Cards can get lost, be misplaced or be returned unsigned because they become dislodged from the mail piece during processing. Many mailers find them difficult and time consuming to organize, file and store.

In contrast, the eRR process is less labor intensive and less error prone. There's no manual tracking of Certified Mail® status and no wondering where lost, misplaced, or unreturned cards are. The sender retrieves the Return Receipt confirmation electronically.

eRR offers significant advantages over manual Green Card processing at each step of the Certified Mail Return Receipt workflow.

So, what exactly is eRR?

Electronic Return Receipt (eRR) is a method to get back a proof of delivery for Certified Mail electronically in a PDF file containing the electronic signature of the recipient.

How does it change the traditional process?

Say goodbye to:

- ✗ Manually tracking Certified Mail status
- ✗ Files filled with old Green Cards
- ✗ Scanning Green Cards one by one to save them digitally for future retrieval
- ✗ Manually filling out USPS® Firm Mailing books





01. Prepare

The Green Card way

Green Cards require several preparation steps. When using the manual Green Card process, your mail pieces are processed, Return Receipt forms are filled out, and Certified Mail® labels may be applied to the mail pieces.



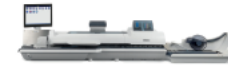
01.

Fill out certified 3800 form and hard copy receipt.



02.

Apply Certified Mail and Return Receipt Labels.



03.

Process mail piece on mailing solution. **Apply** postage.

Manual preparation and logging steps can take five minutes or more per Certified Mail piece.

The eRR way



01.

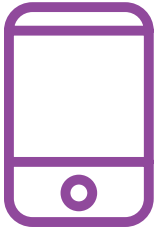
Process mail piece on mailing or software solution.



The eRR way

The eRR saves you valuable time—there are no paper Green Cards to fill out and manage. The eRR process is less labor intensive and less error prone.

With eRR, the recipient information is captured electronically at the time of mailing, eliminating the need to handwrite Green Cards.



02. Send & deliver

The Green Card way

Traditionally, the USPS processes and delivers mail pieces with the Green Card affixed to the piece for signature. Return Receipt cards and forms are signed by the recipient and mailed back or digitally retrieved by the sender.



01.

Drop in mail or **take** to USPS® if proof of mailing is needed.



02.

Form 3849 **signed** by recipient.

Green Card **signed** by recipient.



03.

Form 3849 **held** by destination post office for 24 months.

Green Card **mailed** back to sender.

Green Cards can easily get lost, not returned, or misplaced—and tracking them can be a lengthy process.

The eRR way

eRR eliminates manual tracking of Certified Mail® status. Stop wondering where lost, misplaced, or unreturned cards are; the sender retrieves the Return Receipt confirmation electronically.



01.

Drop in mail or **take** to USPS® if proof of mailing is needed.



02.

Form 3849 **signed electronically** by recipient.



03.

Form 3849 **held electronically** by destination post office for 24 months.

With eRR there is no manual tracking of Certified Mail status and no wondering where lost, misplaced, or unreturned cards are—the Return Receipt confirmation is retrieved by the sender electronically.



03. File

The Green Card way

With traditional Green Cards for Certified Mail®, the physical Return Receipt cards are received by the sender and filed manually or scanned for future reference.



01.

Green Card **mailed** back to sender.



02.

Green Cards **filed** and **stored** for future reference.

Hours must be spent filing, storing and scanning Green Cards—and even more time may be required to retrieve them.

The eRR way

Be more efficient with eRR. The electronic file saves time and eliminates the need to spend hours filing and storing returned Green Cards. eRR also eliminates the need to manually track the status of Green Cards.



01.

Delivery information on PS Form 3849 is **scanned** by USPS® to generate Electronic Return Receipt signature file that is digitally retrieved by the sender.



02.

eRR **filed** electronically as a PDF.

The eRR is sent back as a password protected, read-only PDF file and can be stored and tracked electronically. No more filing cabinets overflowing with Green Cards and no more digging through these files to find old Green Cards.

Save money at every step.

The easiest savings to quantify are your postal expenses. The USPS charges almost double for the traditional Green Card Return Receipt, so eRR saves you \$1.30 in fees every time you require proof of delivery.



Productivity impact was not considered. What is your process improvement potential?

You may save even more when you consider your own internal processes.

- Increased productivity
- Reduced storage requirements
- Improved risk mitigation

Save Time

Eliminate manual Certified Mail® processes and benefit from a more efficient operation..

Save Money

Electronic Return Receipt (eRR) saves you \$1.30 per mail piece. Why pay the USPS® more money for more hassle?

An organization sending 1,000 Certified Mail pieces with Green Card Return Receipt per year can save \$1,300 per year plus hours of manual work with eRR.

Green Card	vs.	eRR (Savings of \$1,300!)
\$2,750 (\$2.75 per piece)		\$1,450 (\$1.45 per piece)

Streamlined processing and filing



The anatomy of an Electronic Return Receipt (eRR)


Emailed to sender as a PDF file


UNITED STATES
POSTAL SERVICE.

Date: 06/09/2011

Sender's name — ● Morris Brown

Certified Tracking Number — ● The following is in response to your 06/09/2011 request for delivery information on your Certified Mail(TM)/RRE item number 9414 8159 0101 6802 0016 42. The delivery record shows that this item was delivered on 05/23/2011 at 11:58 AM in DALLAS, TX 75248. The scanned image of the recipient information is provided below.

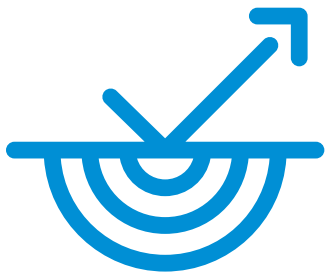
E-Signature of Recipient — ● Signature of Recipient: 

Address of Recipient — ● Address of Recipient: 

Thank you for selecting the Postal Service for your mailing needs. If you require additional assistance, please contact your local Post Office or postal representative.

Sincerely,
United States Postal Service

Discover how quickly you reach positive return on your investment.



Estimate your ROI with this calculator

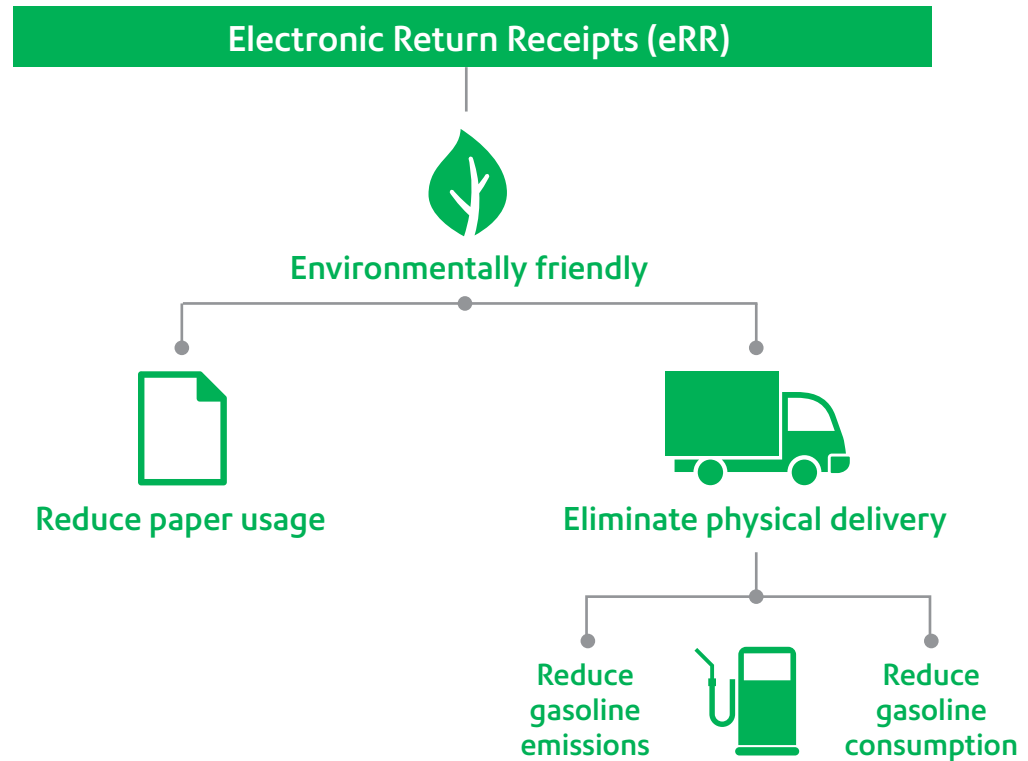
Number of Certified Mail® pieces with Return Receipt – per month:	A.
Savings from using eRR – per piece:	\$1.30 per piece
Current cost of Return Receipt – per piece:	\$2.75 per piece
Total cost with “Green Cards” – per month: (A x \$2.75)	B.
Total cost with eRR – per month: (A x \$1.45)	C.
Total postage savings with eRR – per month (B – C)	D.
Total annual cost with Green Cards: (B x 12)	E.
Total annual cost with eRR: (C x 12)	F.
Total annual savings with eRR: (E – F)	G.
Labor rate – per hour:	H.
Labor cost of preparing Green Cards – per month: (H x hours per month)	I.
Labor cost of filing Green Cards – per month: (H x hours per month) *including looking for lost/misplaced Green Cards	J.
Total labor cost for Green Card Return Receipt – per month: (I + J)	K.
Total annual labor savings for eRR: (K x 12)	L.
Months to ROI: $F/(G+L) =$	

Increase sustainability.



The eRR is environmentally friendly.

The eRR is environmentally friendly. When you choose eRR for Certified Mail® in place of Green Cards, you greatly reduce the amount of paper used in the process. eRR reduces the carbon footprint by eliminating the need for physical delivery, reducing gasoline emissions and consumption.



Save 47%

on your certified mail
with the automated
eRR solution in
SendSuite® Live



eRR is the cost effective, secure way to process Certified Mail® returns.

Pitney Bowes makes it even simpler and cost-efficient. We received approval from the USPS to automate eRR in 2003 and have helped clients improve their Certified Mail workflows ever since. Our premier mail and shipping platform, SendSuite® Live, is now even more powerful with the addition of USPS® Electronic Return Receipt (eRR).

Automate your eRR with SendSuite Live for greater visibility and control.

- Save \$1.30 per piece.
- Store eRR information digitally and archive for as long as you need within your system.
- Transmit electronic eRR information to stakeholders quickly and efficiently.
- Generate coversheets and pre-printed USPS e-labels
- Produce e-certified labels in your mailroom

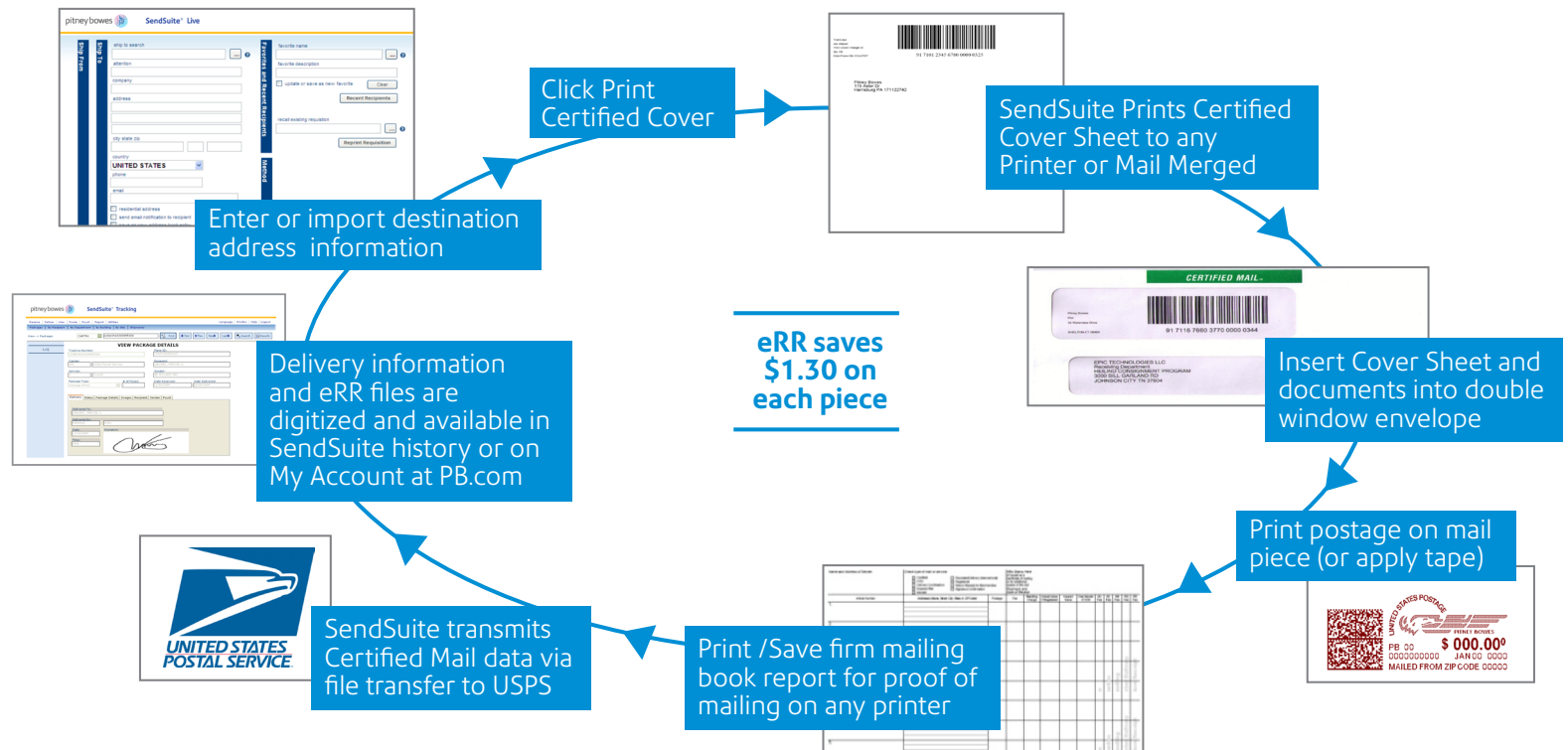
Take full advantage of our capabilities.

All SendSuite shipping solutions include:

- Processing and printing at the desktop
- Batch processing
- Mail merge capabilities
- Automated eRR tracking and retrieval
- Automatic address validation
- Detailed reporting

Automate eRR with SendSuite® Live.

Double window envelope Certified eRR process





United States

3001 Summer Street
Stamford, CT 06926-0700
800 327 8627
pbsoftware.sales@pb.com

For more information on how to modernize your Certified Mail™
Return Receipt process, visit: pitneybowes.com/us/ssl

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