

## Improve key business decisions by knowing when your mail reaches – and is coming back from – your customers.

*Confirm service will change the way you think about mail. It puts you in touch with vital customer information by providing visibility of outgoing and incoming mail as it travels through the Postal system. With this near real-time knowledge, you can make important business decisions immediately – which can help you adapt to changing market conditions, increase efficiencies, and be more responsive to your customers.*

# vision

## Confirm service provides two ways to gather the data you need to better manage your operations and enhance customer relationships.

**1. DESTINATION CONFIRM SERVICE** (for outgoing mail) – lets you know when your message is about to reach your customers. It provides processing data on outgoing pieces such as promotions, credit cards, and statements to provide you with advance information on when your mail is about to be delivered. Invaluable to the time-sensitive advertising and retail industries, Destination Confirm helps to:

- **Provide assurance.** You'll have an indication of when your promotional offer is received so you can anticipate store traffic and orders.
- **Track success rates.** Use Confirm to test and evaluate different variables or offers and to see which pulls a higher response rate.
- **Improve strategic planning.** Confirm service can help you coordinate message delivery with other media (TV, Internet, etc.) and better plan future campaigns.



**2. ORIGIN CONFIRM SERVICE** (for incoming mail) – provides advance notice that mail is on its way back to you. It provides processing data for incoming reply mail such as payments, orders, and other responses. Ideal for order fulfillment and the financial and telecommunications industries, Origin Confirm helps you to:

- **Work more efficiently.** By tracking important checks, statements, and other communications, you can reduce late notices and optimally staff your call and processing centers.
- **Reduce costs.** You'll know when payments are on the way back to you, so you won't have to send costly reminders or make follow-up phone calls to customers.
- **Enhance customer relationships.** Confirm can help identify customer payment patterns, so you'll know when to grant reprieves that can help improve customer satisfaction.
- **Better manage your supply chain.** By knowing when orders are coming in and at what volume, you can better determine the amount of processing staff needed and adjust inventory levels accordingly.