

# Intelligent Mail® Services

## Helping You Make Smarter Business Decisions



### Know Where Your Mail Is

Improve Customer Service, Predict Cash Flow, Avoid Collection Calls, Make Better Fee-Waiver Decisions, Track Vendor Performance

The ability to track the status of your mail with OneCode Confirm™ will help you provide better service to your customers. When they call, you'll have the information you need to respond more quickly and more accurately. And, with tracking information available to your customers as well, you'll receive fewer customer inquiries.

Knowing where your mail is will help your finance department monitor and predict payments more easily. This will help you avoid collection calls, re-billing, or having to cancel and then reinstate accounts. And, you'll make better fee-waiver decisions. All resulting in improved cash flow, reduced costs, and improved customer service.

You'll also be able to monitor hand-off of your mail to the Postal Service from third-parties — such as mail consolidators or logistics providers — helping you to track vendor performance and manage risks.

### Pinpoint Delivery Dates

Optimize Staffing, Coordinate Marketing Campaigns, Improve Telemarketing

With Service Measurement enabled by Intelligent Mail services, you'll be able to pinpoint delivery dates of your billing statements and your direct mail campaigns. You'll then be able to determine the best in-home dates based on response, optimize call-

center staffing, and improve effectiveness of telemarketing follow-up. You'll also be able to coordinate multichannel marketing campaigns — for the greatest ROI.

### Receive Mail Feedback

Improve Target Marketing, Increase ROI, Learn More About Your Customers, Test Creative Concepts

Reaching the right recipients at the right time is only possible with clean address lists. With the Intelligent Mail Full-Service option, you'll receive feedback about your address quality — free, automated address correction information.

Improved mailing lists mean improved ROI because mail that goes to the wrong address is a missed opportunity — and an avoidable cost.

The Intelligent Mail Full-Service option also provides extra data capacity to use as you wish — perhaps to test the effectiveness of different offers or creative concepts. Or, to leverage life-event triggers.

### Calculate Your Savings and Benefits

With the Intelligent Mail Benefits Calculator

To help you get a handle on potential savings with Intelligent Mail services, the Postal Service has developed a Benefits Calculator tool for customers to evaluate the Full-Service



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option. This tool is implemented as a Microsoft™ Excel spreadsheet. You can select items from drop-down lists and/or enter data values to reflect your business, such as the investment cost to implement the Full-Service option and the annual volume of mail.

The Benefits Calculator computes several financial metrics based on the data that is input; Net Present Value (NPV), Return-on-Investment, and Cash Payback Period.\*

For more information about Intelligent Mail services, including the Benefits Calculator, go to [ribbs.usps.gov](http://ribbs.usps.gov).

\*While this tool provides guidance, it is not intended to replace more formal investment calculators that customers might require to make investment decisions.

Optimize call-center staffing • Target in-home windows • Reach more customers more often • Leverage life-event triggers • Reduce talk time • Prompt fewer in-bound calls • Make better fee-waiver decisions • Prevent missed communications • Reduce cancellations • Manage risks and decrease fraud • Generate low-cost proof of mailings • Avoid unnecessary remails • Reduce costs of returned mail • Expedite invoicing • Improve lockbox performance • Predict cash flow • Collect more effectively • Maximize discounts • Safeguard revenues • Ensure compliance • Strengthen the customer experience

