

THE MANY BENEFITS OF COMPREHENSIVE MAILING SOFTWARE

BY MIKE DOUMAS

CEO, FP MAILING SOLUTIONS

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Too many mailrooms are leaving money on the table by failing to take advantage of substantial cost-saving discounts offered under the new USPS Commercial-Based Pricing structure. That's because small- to mid-size mailers may mistakenly believe they don't have the resources to comply with discount requirements. Companies can currently save almost 15% on packages shipped via Priority Mail and Express Mail.

Qualifying for Commercial-Based Pricing (CBP) discounts entails three requirements: use of an IBI-compliant meter; printing of a CBP indicia on the mail piece; and electronically generating a USPS barcode shipping label.

CBP isn't simply a new discount opportunity. Instead, it represents a dynamic change in philosophy for the USPS. Mailing requirements will continue to evolve as new discounts are rolled out. Mailers are now cast in a more active role as they are not only sharing more data, encoding, and tracking duties with the USPS, but they are

also responsible for keeping current with changing discount opportunities. That can be a job in itself.

The solution isn't adding more staff or laboriously training existing staff on the intricacies of changing postal discount requirements. The solution is software: comprehensive mailing and accounting

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software that eliminates guesswork and confusion, quickly and efficiently allowing each piece to qualify for the maximum discounts allowed. With new software solutions, savings are automatic and instant, without having to think about it.

Effective software can act as a postal consultant, educating mailers on the discounts built into the USPS system. These discounts have no minimum volume requirement, so they can be realized by sending a single piece or thousands of pieces.

Software with this kind of power was once reserved for only the largest mailers. But no more. FP Mailing Solutions' new mailone software, for example, is priced so it can pay for itself in just months, even for small- and mid-sized operations.

Electronic mail processing means delivery confirmation for Priority Mail is free -- a \$0.70 savings per piece -- and signature confirmation is discounted by \$0.40 per piece. Software automatically uploads and downloads special services data with the USPS.

Savings under CPB are up to 14.8 percent below retail for Priority Mail, depending on weight, and 5.2 percent for Express Mail depending on weight and zone. If you send two Express Mail pieces a day, with CBP you would save \$629 a

year over retail rates.

Overnight deliveries touched by software offer even more dramatic savings and convenience. Let's say you send, on average, two FedEx overnight flats a day. The same speed and tracking capability is now offered by USPS Express Mail. With the right software, CBP grants the 15 percent discount and delivery confirmation for free. That's a savings of \$1,716 in just one year on those twice-daily overnight pieces.

Switching from FedEx to the USPS

also means the days of cumbersome manual tracking are over. Just go straight to the postage meter -- where you're already processing mail -- and press the update button. All the detailed information is automatically sent from Post Office to desktop.

Comprehensive mailing and accounting software such as mailone enables you to not only track individual mail pieces, but to see how and where mailing expenses impact your bottom line. Such software dramatically boosts the

The Many Benefits Of Comprehensive Mailing Software

power of your postage meter, recording an unlimited number of transactions, accounts, and customers. Template and customizable reports allow you to see, in graph or table form, further opportunities for increased savings and efficiencies. Track mail expenses by department, product class, or customer; bill back accounts; or even automatically add a handling fee.

Mailroom accounting traditionally is a tedious task offering very limited information. But comprehensive software means mailrooms can bring a whole new level of transparency and accountability to their operations, with detailed data ready for export to other accounting software. Password log-in means each transaction is identified by user, so managers won't have to wonder who mailed what.

When considering mailing and accounting software, look for intuitive screens that are familiar and easy to understand and use. You'll also want an interactive help section as well as a comprehensive glossary of postal classes and terms, so you don't have to spend time visiting and searching the USPS Website for answers. Look for software that automatically detects, maintains, and monitors your connections to external devices, eliminating the need to do so manually. And check to see the software includes an automatic rate shopping feature, allowing you to select from all rate options for a particular piece. You'll find all these capabilities in mailone.

Comprehensive software that is simple to learn, easy to use, and quick to update is a key solution to ensure your mailroom operates at peak efficiency and cost-effectiveness.

To learn more about FP Mailing Solutions, call 630-827-5776.



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