

Returned Mail

Cut costs, improve cash flow and enhance customer service

Returned mail costs businesses an eye-popping \$20 billion a year, according to the United States Postal Service (USPS). A lot of those costs are related to returning, forwarding and destroying returned mail.

Every mailer has it: Mail that does not reach its intended recipient because the address is incorrect, incomplete, or illegible. Mailers and the BPOs that serve them frequently have bins full of unopened returned mail (also referred to as Undeliverable as Addressed or UAA mail) clogging their mailroom.

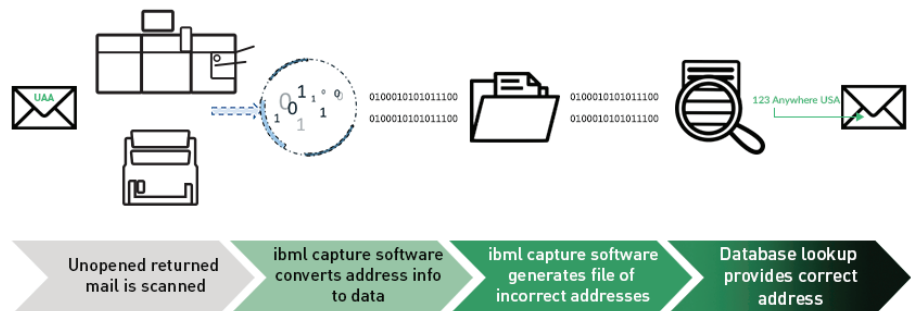
Unopened returned mail is more than an eyesore. It's also a drag on your bottom line.

Returned mail costs businesses an eye-popping \$20 billion a year, according to the United States Postal Service (USPS). A lot of those costs are related to returning, forwarding and destroying returned mail. Many mailers must manually open, extract and reprocess unopened returned mail. But returned mail also negatively impacts productivity, cash flow, sales, and customer service.

ibml can help.

We offer intelligent data capture solutions that automate the capture of incorrect, incomplete or illegible recipient addresses and the upload of the information to the appropriate downstream system.

Here's how it works: Unopened returned mail is scanned on a desktop or standalone scanner. ibml software automatically converts the recipient address or NIXIE return label to data and/or interprets any 1D, 2D or IMb barcodes present on the envelope. The software then generates a file of addresses for returned mail. An optional database lookup provides the correct recipient address.



Cut Costs

Automating the processing of unopened returned mail with an ibml data capture solution improves overall mail deliverability, reducing money spent returning, forwarding and destroying returned mail. Automating the processing of returned mail also frees your staff to focus on value-added tasks.

Increase Cash Flow

An undeliverable invoice either slows down cash flow or, if the piece never reaches its intended recipient, results in no payment at all. Automating the processing of unopened returned mail with ibml keeps your cash flowing by ensuring that customers receive their invoices in a timely manner.



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Enhance Customer Service

Few things upset a customer as much as a late fee for a bill delayed by an incorrect or incomplete address. Automating the processing of unopened returned mail with an ibml data capture solution can head off irate customer service calls and the overhead and loss of goodwill that comes with them.

Generate More Sales

Mailers have no chance for a sale if a mail solicitation never reaches the intended customer. ibml's solution for unopened returned mail helps ensure that qualified buyers will see your mailings.