



NEWS

Intelligent Mail® Barcode



Q: Ultimately, will everyone that mails need to use the Intelligent Mail® Barcode system?

A: In order to earn automation discounts, yes, eventually everyone will need to produce the Intelligent Mail® Barcode.

Q: Is it true that studies show that it costs between \$3 and \$8 for companies to handle UAA mail internally?

A: There are several different studies regarding the costs to companies for handling UAA mail. Consideration of these costs should include: creating the mail piece, the lost opportunity to effectively communicate to the intended recipient, the lost sales opportunity, reduced revenue flow, increased call center activity, and finally, the cost to the mailer for handling the returned mail which can include sorting from other incoming mail, scanning, researching, updating records, and producing additional mail pieces. It becomes easy to see that the postage loss on UAA mail is certainly the least amount that is wasted in the case of UAA mail. The \$3 - \$8 per piece is not unrealistic in considering all costs.

Q: We are a small company, how much mail must we process before this is required?

A: If you are earning automation rates today (have at least 500 pieces for a First-Class mailing or 200 pieces for a Standard Mailing), you will be required to use the Intelligent Mail® Barcode (before May 2011). Also, you may also see value in contacting PB to discuss our Presort Xtra Program where we will automate your mailing allowing you to receive up to 12% savings on postage.

Q: Is the OneCode ACS free for 1st class on the first two matches and a cost on the third? Or free for unlimited hits.

A: Effective May 2009, OneCode ACS is free for First-Class, unlimited matches for mail meeting the Full Service Intelligent Mail® Barcode requirements. Free for Standard Mail for the first 30 days from the first ACS notice and Free for Periodicals for the first 60 days from the first ACS notice. For Basic Intelligent Mail® Barcode, the fees structure will remain as they are today – for First-Class, for Letters, the first two notices are free and there is a fee with all subsequent notices.

Q: Doesn't all of this information have to do with the workers at the Post Office, not the businesses sending out the mail?

A: No. The Postal employees sort and deliver the mail based on the barcodes and other Ancillary Services as printed on the mail piece. The decision for which services selected (i.e., Confirm) and Intelligent Mail® Barcode option (basic or full-service) is up to the mailer. In addition, mailers can also use the information shared in the web event to take advantage of work-sharing discounts. There are significant financial incentives for applying a barcode on the mail piece as well as presorting the mail for the postal service. If mailers are unable to efficiently manage this process themselves, they can deliver their mail to a presort mailer that can offer special pricing while managing the barcode process for them. In addition, there are other options that include having the mail picked up at your facility, delivered to the presort operation, presorted and delivered to the USPS for processing.

Q: Financial institutions are not permitted to change address without a customer's signature. What do you recommend we do to update our addresses?

A: Please visit <http://www.usps.com/ncsc/addressmgmtpubs/addressmgmtpubsmenu.htm> and select Publication 363 for the latest on the rules and options around updating address lists.



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Q: We only prepare the mail with postage, are we supposed to be putting the Intelligent Mail® Barcodes on in the future?

A: If you are earning automation rates today (have at least 500 pieces for a First-Class mailing or 200 pieces for a Standard Mailing), you will be required to use the Intelligent Mail® Barcode (before May 2011). Also, you may also see value in contacting Pitney Bowes to discuss our Presort Xtra Program where we will automate your mailing allowing you to receive up to 12% savings on postage.

Q: How are we supposed to critique and keep our data bases up to date, do we need to work with a mailing company in order to do this?

A: We recommend that you use a combination of CASS, NCOA and ACS services as this will allow you to check your current address files with CASS software to ensure the address itself is a deliverable address. Then run the file against the USPS' NCOA (National Change of Address) database to see what addresses can be recognized as moved and finally, using ACS, you will be notified of the correct address information in the case of an update to the address. Using this process will ensure that your address files are kept up to date.

Q: I currently use Smart Mailer and print Intelligent Mail® Barcodes on my standard mail and use an ancillary service endorsement for my move update. Will I receive full discounts?

A: Given your description, you would qualify for automation discounts. However, if you are referring to the full-service discount (reported to be available in the fall of 2009), you will need to ensure that you are applying the full-service Intelligent Mail® Barcode.

Q: Are the regulations for full service tray labels and pallet labels finalized?

A: The requirements are noted in the "Guide to Intelligent Mail® for Letters and Flats" and we encourage mailers to read and follow the instructions noted.

Q: Intelligent Mail® Barcodes will be required on all letter, flats and parcels correct? Can we still use the mailing systems we have now or will we need new equipment?

A: No, Intelligent Mail® Barcodes for parcels are not part of the May 2009 implementation at this time although this may change in the future. For the most part, you should be able to use the equipment that you have in place today but will want to have the software for printing the Intelligent Mail® Barcode added to your printers.

Q: How can election mail apply for Intelligent Mail® Barcodes when we cannot forward voter's mail?

A: Intelligent Mail® Barcodes can be applied to election mail as it will be the most effective means of tracking this mail throughout the postal system. However, in the Service Type field, instructions can be added as well as Ancillary Service of "Do Not Forward" can be used to ensure the proper handling of the mail.

Q: We ship mailings from our company and use multi mail houses, would we need to use our own id or the individual mailing house's id?

A: As the mail owner, the decision to use your Mailer ID or the mail preparers is yours. You can decide based on your own preference. This will impact the way in which the USPS provides feedback (ACS, Confirm, etc.). Again, more information can be found in the "Guide to Intelligent Mail® for Letters and Flats".