

## Unleashing the power of the Intelligent Mail® Barcode – Key Issues Q&A

**Question: How are other companies pricing Full Service IM® BC, including data efforts to assign and manage uniqueness and the reporting?**

**Answer:** Not only is each company different, but mailings within a company are different. With the USPS plans to eventually require Full Service IM® BC for postage discounts, the plan becomes pretty easy to justify implementation and/or using a presort service. Finding the mix that produces the maximum ROI is the challenge and starts with having a complete understanding of your business needs and how those needs relate to capabilities available with Intelligent Mail® programs.

**Question: With full service IM® BC, what is the best way to access result and cost of a repeat UAA if any?**

**Answer:** The IM® BC can be used to expedite notices and information of when UAA and why - and, allows mailers to make the connection back to an exact account and mail piece content - thus impacting future mailing and other communication efforts. In other words, helping to close the loop between UAA mail, returned mail, and upfront communications and customer contacts. Pitney Bowes Presort Customers gain insight via the My Account sign on where online reports show UMove data. There is also the Pitney Bowes Mail 360 solution.

**Question: What are the newest Pitney Bowes solutions that will help our IM® BC solution and increase our productivity?**

**Answer:** There are many solutions that Pitney Bowes can offer ranging from equipment that can be acquired to Presort Services which has been investing in the latest technologies to apply full services IM® BC to your mail for you. Please contact your Pitney Bowes representative who can determine your business needs and arrange for a more focused conversation on what solution aligns with your business goals.

**Question: Is it essential to track all mail for a campaign, or just a portion**

**Answer:** Depends on the mailing. If it is a marketing mailing, - especially with a purchased list - and you know how the pieces are bundled, can certainly be sufficient to track just a piece or two in each bundle to track general delivery. If a bill or statement to a current client, can see using on every piece to maximize customer communication - especially when piece is UAA.

**How can we use IM® BC to work for our benefit in the Debt Collection industry.**

**Answer:** Control postage and UAA costs, faster and electronic notification of UAA, connection back to account and information to initiate next steps.

**Question: As a small business who only uses postage on a small scale, do we have to switch over?**

**Answer:** If you are claiming postage discounts, yes, you have to switch. Remember, small mailers may have a hard time justifying an in-house solution, but there are service providers who can do all the heavy lifting for you and still generate a positive ROI.