

Case Study

Collection Agency Achieves High Degree of Mailing Automation and Efficiency with ConnectSuite Solutions

A northeastern collection agency is the earned income tax officer for 18 county-wide tax collection districts. The organization also services over 900 school districts and municipalities in 38 counties, with a focus on tax collection for earned income, real estate, business privilege, mercantile, local services, utilities, and more. Having been in business for over 35 years, members of the organization are well aware of the importance and critical nature of business communications via physical mail. The collection agency leverages the power of the USPS Certified Mail service for its mail pieces, providing high visibility into chain of custody and a return receipt signed by the recipient. In the event of a legal collection case, the collection agency relies on the signed return receipt as proof of delivery that is admissible in court. These cases sometimes rise to the highest levels of the court system.

Challenge

Simply put, certified mail is the most crucial mail the organization sends. However, processing high volumes of certified mail was time consuming, expensive, and complex. The collection agency needed an efficient way to create large batches of certified mail without cumbersome green cards. Of equal importance was the requirement to retrieve hundreds and thousands of electronic return receipts and attach them to customers' records via a unique identifier. ConnectSuite e-Certify was built for resolving these certified mail complexities, and ConnectSuite Automate would introduce a high level of automation to the process. The collection agency's team of leaders and analysts quickly realized the benefits these solutions would bring, minimizing the time and effort required to process certified mail and freeing high-value employees to focus on what they do best.

Solution

The collection agency's process for creating and managing certified mail is now easy, powerfully automatic, and cleanly integrated into its workflow. Utilizing a CSV template and simple logic in the organization's local environment, the CSV is populated with recipient information and uploaded to a hot-folder that is monitored by ConnectSuite. ConnectSuite immediately processes that file and returns banner

pages with Certified Mail barcodes and USPS paperwork to the organization's local environment. To simplify the management of the electronic return receipts associated with these pieces, ConnectSuite Automate is responsible for automatically retrieving the signature files and delivering them straight to the local environment as well. In addition to the automated return of signature files, ConnectSuite Automate returns reports that include tracking event data and piece status, information that is crucial to the collection agency's operations. This empowers users to investigate details if necessary with highly visible, time sensitive information. Within a year of implementing the solutions, the collection agency experienced an increase in volume, requiring higher levels of processing power for mail piece creation with batches upwards of 9,000 pieces. The organization anticipated this growth, understanding ConnectSuite's ability to scale in this way, and its team worked closely with ConnectSuite to establish the specifics of their evolving business needs. They were quickly up and running according to the new volume requirements, and, that year alone, the collection agency processed over 80,000 certified mail pieces with ConnectSuite's solutions.

Benefits

Due to its growing volume of mail, the collection agency has experienced increasing returns on its investment in ConnectSuite's solutions. During the first year, the collection agency processed nearly 25,000 certified mail pieces. Now, just a few years later, the organization is processing over 120,000 pieces a year. All of these pieces require electronic return receipts, containing the signature of the recipient for proof of delivery, which are automatically returned via ConnectSuite Automate. While the creation and management of mail pieces is now highly automated and requires only essential input from users, the e-Certify web interface can still be leveraged for configuration, tracking, reporting, and ad hoc piece creation when necessary. The combination of these solutions provides ultimate flexibility and versatility while eliminating the menial, manual labor associated with creating certified mail. By simplifying and automating such an essential and complex business process, ConnectSuite has empowered the collection agency with greater efficiency and peace of mind.

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. For more information about Quadient, visit www.quadient.com.