

Case Study

ConnectSuite e-Certify Enables Law Firm to Fully Leverage the Power of Automated Certified Mail

A large law firm on the east coast has been utilizing certified mail for its critical business communications for decades. With over 60 personal injury attorneys and 60 years of experience in the industry, the firm understands the outsized impact and implications of its legal correspondence via physical mail. The law firm utilizes the USPS Certified Mail service for thousands of mail pieces every year, ensuring high visibility into chain of custody for every piece and a signed return receipt for proof of delivery that is admissible in court. The firm was introduced to ConnectSuite e-Certify in 2016 and has experienced the benefits of electronically processing certified mail ever since. e-Certify simplifies and expedites the creation and management of certified mail with its clean web interface, eliminating the need to manually fill out forms and keep track of green cards. Recently, the law firm has realized benefits from e-Certify that go beyond these conveniences and extend deep into its workflow and processes, maximizing efficiency and freeing employees to focus on core business activities rather than administrative processes.

Challenge

The law firm relies heavily on the power of PS Form 3877, the Firm Mailing Book for Accountable Mail, a manifest of all the mail pieces included in any given job. When presented to the USPS at the time of mailing, this form receives a round-dated stamp that acts as legal proof of acceptance of the mail pieces, holding the USPS accountable for fulfillment of service. Since the 3877 manifest is an essential part of the law firm's mailing process and record-keeping, it is also valuable for the firm to include some important information about the mail pieces included in the job. For example, every mailing the law firm produces has a corresponding case name, case number, and date of mailing. While e-Certify was doing most of the heavy lifting by producing a digital 3877 manifest with mail piece information auto-populated, the law firm was manually editing every form in order to include these job-specific details. Another important piece of information for record-keeping purposes is the name of the person who signed for the mail piece upon delivery. Many times, jobs contain pieces that are delivered on different dates. As a result, the firm was required to manually revise and update the 3877 manifest many times over as the pieces were delivered and recipient information became available. For the law firm to adjust

and modify its own workflow and processes to automate these important steps would have required months of planning and special development, valuable time that could otherwise be spent focusing on core competencies. Realizing there had to be a more efficient way to achieve these results and automate this process, the law firm's team approached ConnectSuite with their unique challenges.

Solution

ConnectSuite had the experience, expertise, and flexibility to rapidly implement new functionality and enhancements for e-Certify that aligned with the law firm's most efficient workflow. First, custom alphanumeric fields were added that allow the law firm to associate a case name and number with each batch of mail pieces it creates. These custom fields can then be configured to automatically appear on the corresponding 3877 manifest along with the date of mailing. This enhancement eliminates all of the manual labor associated with downloading and editing the 3877 manifest for each job. Second, various mail piece details such as the name of the recipient can now be configured to appear on the 3877 manifest as well. As soon as the delivery information becomes available, e-Certify automatically adds the details to the digital copy of the 3877 manifest, available in the site for employees to download and print at any time. This information can also be edited directly in e-Certify, eliminating the need for employees to download, revise, and save the forms for record-keeping.

Benefits

These key automations have significantly reduced and, in many cases, eliminated the possibility for human error. While simultaneously reducing inefficiencies and maximizing visibility of mail piece information, e-Certify enables the law firm to fully leverage the power and benefits of certified mail for business. Employees no longer have to spend time with low-level data entry and document management and instead experience peace of mind knowing their forms for record-keeping are accurate, up-to-date, and securely stored in e-Certify in the event of a legal dispute. The law firm has now processed over 60,000 certified mail pieces with e-Certify, benefitting from more efficient management of every piece and significant time savings.

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