



Hiding in Plain Sight: The Valuable Assets in Your Mail Center

Presented to
Central Missouri Postal Customer Council

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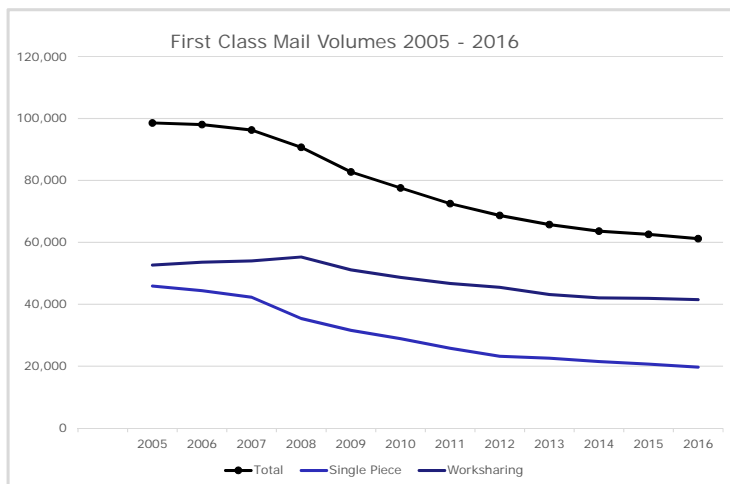


Hiding in Plain Sight

- Communications
- Regulatory Compliance
- Safety & Security
- Vendor Management
- Technology
- Education



Communications: Physical Mail Remains Relevant



Communications

- Physical Mail must be accurate and timely to be effective
- Mail Center is:
 - First step in receiving physical correspondence
 - Last step in sending physical correspondence



Regulatory Compliance

- Privacy Regulations
 - HIPAA, GLB, HiTech
 - How do you secure physical data
- Industry Specific
 - Insurance – cancellation notices, payments
 - Utilities – shutoff notices, payments
 - Financial – Fiduciary, interest, escheatment



Regulatory Compliance

- Postal Regulations
 - Postage discounts
 - Mail classification
 - Move Update
 - Mailers Scorecard



Regulatory Compliance

- Compliance requires knowledge and systems
- Mail center professionals:
 - Understand industry-specific requirements
 - Remain current on postal regulations
 - Manage systems that ensure accuracy in processing and documentation



Safety & Security

- How do you protect employees and information?
 - ID Cards to enter building
 - Security presence in lobbies, on campus
 - Security cameras
 - Metal detectors / X-ray scanners



Safety & Security

- Mail is another entryway to the company
- How do you protect employees and information?
 - Limit access to the mail center
 - Security cameras
 - Metal detectors / X-ray scanners
 - Train employees – suspicious packages



Safety & Security

- Mail center professionals:
 - Maintain clean, neat work areas
 - Communicate with security, law-enforcement and US Postal Inspection Service
 - Conduct ongoing training and rehearsals



Vendor Management

- Outsource functions – not responsibility
- Requires proactive SLA monitoring
 - Daily
 - Monthly
 - Quarterly
- Review reporting and billing



Vendor Management: Audits

- Identify:
 - Deficiencies
 - Risks
 - Remedies
- Review with vendor, allow response.
- Documented plan for moving forward.



Vendor Management

- Mail service professionals
 - Understand vendor functions and terminology
 - Know USPS rules and regulations
 - Are current with industry trends and technology



Technology

- Color – Color – Color
- Digital Mail: Not Just a Delivery Method
- E3 – E-Mail, E-Pay, & E-Presentation
- Operations Management



Technology: Color and Documents

- Color forms replaced with color printing
- ~~B&W for low-value documents~~
Mid-volume, low-cost color inkjet
- Added color for messaging on transactional documents
- Fully digital processing for on-demand printing (offset and digital presses)



Technology: Digital Mail

- Scan & Deliver
 - Mail Center
 - Centralized Scanning
 - Business Unit
- Internet/Intranet document delivery



Technology: Digital Mail Challenges

- Imaging equipment
- Legal constraints
- Non-scannable mail – brochures, magazines
- Multiple electronic document systems
- Integrating with BPM



Technology: E3 (a)

- E-mail
 - B2B - Documents
 - B2C - Marketing
 - C2C - Correspondence
- E-Pay
 - B2B – EFT (not new)
 - C2B – growing, but doesn't directly correlate to e-presentment
 - Direct pay vs. bank pay



Technology: E3 (b)

- E-Presentation
 - B2B – Statements, billing
 - B2C – Statements, billing
- Multiple formats
 - PDF
 - HTML page
 - Downloadable data
- 3rd Party consolidators – no one yet



Technology: Operations Management

- Quality control at center stage
 - Moving beyond inserter controls
 - Complete system integrity – cameras, scanners and QC teams
- Complete workflow management
 - Controls, monitoring of entire system (file creation to USPS acceptance)
 - Mix of in-house, vendor and 3rd party systems



Technology

- Mail service professionals:
 - Embrace the future
 - Are current with industry trends and technology
 - Know how to integrate change
 - Work with business units to maximize effectiveness of physical communications



Education

- Certificates
- Certification
- [2017 Fall Mailer's Conference](#)



Certificates and Certification

- Certificates – proof of attendance.
- Certification – confirmation through an exam or similar process.



Certificate Programs

- Offered through the National Postal Forum, local Postal Customer Councils and other conferences.
- Evidence of:
 - Attendance
 - Commitment
 - Awareness



Certification Programs

- Postal Service
 - MDP
 - EMCM
 - Periodicals Professional
- Professional Associations
 - IPMA (CMM)
 - MSMA (CMDSM)



Mailpiece Design Professional (MDP)

- Self-study course with open-book exam.
- Areas covered:
 - Mailpiece Design
 - Barcoding specifications and requirements
 - Mail classes and processing categories
 - Addressing and return address information
 - Endorsements
 - Reply mail
 - Permit imprints

<http://www.nced.com/bma/>



Executive Mail Center Manager (EMCM)

- Residential program at the USPS National Center for Employee Development in Norman, OK.
- Also available through local PCCs and NPF
- Exam administered as part of training.

<http://www.nced.com/bma/>



Periodicals Professional

- Residential program at the USPS-NCED in Norman, OK.
- Areas covered:
 - Basic mail piece elements and authorization categories
 - Advertising
 - Statements of ownership
 - Publisher records
 - Eligibility reviews
 - Mail piece construction, preparation and sortation standards
 - Documentation

<http://www.nced.com/bma/>



2017 Fall Mailers Conference

- October 18 – 20, 2017
- Old Kinderhook Lodge, Camdenton, MO
- 15 Classes
- USPS Senior Management
- Exhibit hall with dedicated Vendor time
- Networking with fellow professionals



Education

- Mail service professionals:
 - Acquire training certification
 - Achieve professional certification
 - [Attend the 2017 Mailers Conference!](#)



Questions?

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About The Berkshire Company

An independent management consulting firm, The Berkshire Company specializes in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.

The Berkshire Company has helped more than 75 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

Learn more at: www.berkshire-company.com

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