

PARTNER JOURNEYS WITH ACCUZIP



ACCUTRACE & PIEDMONT DIRECT MAIL

Mary Mclver, owner of Piedmont Direct Mail, recently shared that the key issues that Piedmont faced related to their mail were visibility and transparency. “My staff and I were spending an inordinate amount of time calling USPS delivery unit supervisors, faxing paperwork and asking questions about where our mail was in the process,” said Mclver. She felt that the answers were inconsistent and simply “not accurate” due to the fact that they changed depending the memory of whoever they spoke to at the USPS facilities they were dropping mail at.

“Because of AccuTrace we provide better and timelier service today. Our customer satisfaction is very high and our staff is able to be more productive and responsive.”

AccuZIP has long advocated for all mailers to implement a mail tracking and reporting solution. We believe it is something that benefits everyone in the mailing industry and shows a commitment to superior service. We worked long and hard to develop a wonderful tracking platform, AccuTrace, which is both feature rich and highly functional.

It is great when we get the chance to let one of our customer partners share their experience with our AccuTrace technology. We view these people as leaders and pioneers in the industry. They are the early adopters who have shown the vision and commitment to adopt technology and apply it to grow their businesses. One such “champion” is Mary Mclver, Owner of Piedmont Direct Mail.

At first, Piedmont turned to a mail tracking and reporting “service,” as Mclver called it. “That was horrible! We learned a great deal from the experience but the main takeaway was that no tracking service will ever provide results for every mail piece 100% of the time. We know there are acceptable scan percentages and that even at its worst, having some information is always better than having none. The decision to move toward AccuTrace came down to the fact that I wanted visibility of my projects when I wanted it or when my customers asked for information. I did not want to have to wait for some ‘service’ to provide it to me or my staff.”

“Piedmont needed to reduce the amount of time searching for mail. We needed to decrease the amount of the wasted effort and time spent trying to track our projects through the mail stream and report that information back to our customers”. Mclver went on to add, “That is when we started to research other solutions and AccuTrace stood out above the rest for us. We were AccuZIP users and were very familiar and pleased with their technology and support. AccuTrace was the perfect solution for us and because it came from someone without a ‘dog in the fight’ and has provided us independent reporting based on USPS scan data that cannot be debated. It has improved our relationship with the USPS and taken the subjectivity and emotion out of our interactions with them.”

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AccuTrace also allowed Piedmont Direct Mail to improve their customer relations. Piedmont sees value in the reports that AccuTrace provides. They regularly share them with their customers through email and someday may explore giving their customers access to the reporting features so they can access the information as they want it. Mary explained the wisdom in not providing this access at this time by stating, “Many of our customers are still learning from us that there is a difference between ‘no calls and slow calls’ and that all mail does not arrive at every mailbox on the same day. Our staff has to educate our customers on this. AccuTrace makes this possible. The information and variety of reports make this all possible. We feel we are giving our customers real answers as opposed to someone’s memory of if they actually saw a piece of mail and we could not do what we do without AccuTrace.” The education Mary refers to is teaching customers about the “tail of the mail” or that mail which arrives early and late compared to the in-home target dates of the project. Her favorite report to share with customers is the “Delivery by Day” report. This is so illustrative to customers! It shows them how much mail arrived by date so they can quickly see how mail actually gets delivered. After seeing common patterns for a few jobs they understand why responses can vary over a period of time and it helps them plan their subsequent operations and efforts better as well.”

Piedmont views mail tracking and reporting as another way to personalize the experience for their customers. “We run a very lean operation here at Piedmont and are looking for ways to better service our customers.” We have had comments that mail tracking and reporting is not available from others in our area which gives us an advantage! Being able to provide this service is another way to show that we are on top of the mail and it provides our staff and customers with direct access for up to the minute reporting. We even share delivery reports with the post office.“ In 2009, we started to track all of our mail. The effort and time we expended were tremendous with little tangible return. AccuTrace has allowed us to work smarter rather than harder. We utilize our staff better and have recaptured many man hours that affected our bottom line.

Mary closed her thoughts by saying, “Tracking the mail is what every professional mailer should be doing but without the right tools, the cost implications can simply be too high for the benefit returned. I have already seen a change in the USPS. They want data or they find it difficult to help when issues arise. They respect us for having the data and we get quicker resolutions to issues as a result. AccuTrace is the right tool to capture the greatest benefit and most visibility for the lowest cost.” This statement says it all, “Because of AccuTrace we provide better and timelier service today. Our customer satisfaction is very high and our staff is able to be more productive and responsive.”

In conclusion, AccuZIP would like to encourage all of you to be a leader like Mary McIver. Start tracking all of your mail today so that you are viewed as a leader in your area. The results will make a positive impact to your business, provide an opportunity for growth and allow you to utilize your staff more effectively. Your customers will realize the benefits as well and send more of their business to you and refer new customers to you as well.



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