

Reporting-On-Demand



Customizable Reports



Expert-Built



Real-Time Data



TAKE ADVANTAGE OF CRITICAL ELEMENTS AND EVENTS FROM YOUR POSTAL DATA.

This new service is designed to assist companies with expert-level optimization, catering to each client's unique needs. The Reporting-On-Demand add-on provides solutions for areas beyond GrayHair's existing mail tracking and address hygiene tools. By combining these insights, companies can ***unlock a new level of efficiency and accuracy with their data.***

Key reporting elements are delivered to end users through an automated process, providing advanced insight and visibility into pockets of opportunity throughout the organization. Postal data plays a critical role in numerous departments and operations. With Reporting-On-Demand, clients can leverage their postal data to help solve problems while meeting the specific needs of their industry.

KEY BENEFITS:

- **Expert Level Optimization** - Understanding your goals and requirements, and matching our data and expertise to provide optimal results and benefits. The process involves in-depth knowledge and expertise of a company's needs/goals and a deeper understanding of the needed USPS processes.
- **Safe Budget** - Eliminate the cost of manual labor to build, monitor and understand your data.
- **Enhanced Efficiency** - By streamlining data and providing real-time reporting, you can gain efficiencies and decrease waste.

? BACK OF PAGE: HOW CAN YOU UTILIZE THIS SERVICE TO STRENGTHEN MAILING OPERATIONS AND LEVERAGE YOUR DATA FOR USE ACROSS YOUR ORGANIZATION?

REPORTING-ON-DEMAND IN ACTION:

Fraud:

- Understand anomalies that could indicate a mail theft-related event, including when high-value mail is redirected to a new address and when delivery is not progressing in the time frame it should.

Call Center:

- Efficiently respond to customer issues and inquiries. Call center representatives gain access to mail piece delivery data and the ability to identify the location of a piece, reducing overall time and cost when serving a client.

Reply Mail:

- Monitor incoming mail to help staff remittance operations and manage cash flow. Reporting-on-Demand provides the monitoring and identification of incoming payments, including mortgages, payments, critical documents, and more.

Marketing:

- Marketers use mail delivery data in their coordinated multi-channel campaigns by connecting the physical channel with the digital channels, thus generating a higher overall campaign response.

Address Quality:

- Leveraging the USPS's ACS program, Reporting-on-Demand allows mailers to update their customer and prospect databases. Having a consistent, manageable influx of correct data guards against data-decay.

Return Mail / Undeliverable Mail:

- The USPS Secure Destruction is a program that allows mailers to reduce their dependency on return mail facilities, as the USPS will securely destroy undeliverable mail. Mail piece data is received quickly and pushed to the mailer immediately, rather than waiting for the physical undeliverable mail piece to be returned.

Delivery Performance:

- Gain enhanced visibility into production and delivery processing. From initial print, through inserting and commingling, to the eventual USPS delivery, mailers can leverage critical metrics, including mail-in-home dates, missed delivery windows, piece redirection, and others.

Certificate of Mailing:

- For insurance companies, reducing USPS Certificate of Mailing service costs by providing USPS acceptance data for policy cancellation notifications leveraging the Intelligent Mail Barcode (IMb).

Client Experience:

- Using delivery event data to let clients know about the arrival of their mail pieces proactively. This generates a higher level of customer satisfaction and reduces questions and issues.

Informed Delivery

- Marketers can see who specifically is engaging with their Informed Delivery programs to use for attribution and future prospect segmentation and targeting.