

Introduction-

With the introduction of the Full Service Intelligent Mail Barcode (IMB), the United States Postal Service (USPS) has greatly expanded its capabilities to track an individual mail piece through its system, from mail submission to processing at the destination Postal facility. Every time a mail piece with an IMB is scanned by a mail sorting machine, the time and location of that scan is recorded. By making that information available to postal customers, the USPS empowers them to build mail tracking systems which benefits their customers and enhances their bottom line.

Ideas to Impacts (I2I) has leveraged this USPS technology along with its unique knowledge of its customers mailing requirements to implement a prototype near real-time mail tracking system. This mail tracking system is called as **Mail Track Plus**.

Salient Features of Mail Track Plus-

1. Efficient, Accurate and Easy tracking of mail pieces
2. Destination IMB Tracing service (for outgoing mail) gives you advance information about when your mail pieces will reach the desired location.
3. Origin IMB Tracing service (for incoming mail) lets you anticipate when customers' checks, replies, or orders are on the way back to you.
4. Provides near real-time mail tracking data for letters and flats due to multiple updates each day.
5. Address Change Service – MTP can automatically provide updated forwarding addresses to keep your customer records up-to-date.
6. Use Mail Track Plus to effectively integrate your marketing and messaging campaigns

How does it help your business?

For Outgoing Mail:

Obtain near real-time notification when your mail receives its last processing scan. It helps in Identifying mail delivery trends and ensure delivery is within in-home dates. Notifies when your message reached your audience so you can synchronize multichannel marketing. Helps in fulfillment, staffing, and inventory planning on mail delivery.

For Incoming Mail:

Obtain near real-time notification when your return mail enters the mail stream. Notifies when return items are on the way so you can better manage your supply chain. Helps in managing cash flow and accounts receivable more effectively. Evaluate the success of advertising campaigns in near real-time.

Image Shows the tracking of Sample Mail Piece

Job Report Summary									
Customer Name - Richland County Auditor			Job Name - richrl69			Job Description - Richland Country Real 6x9			
Mail Date - 11/07/2017			Pieces Mailed - 523			Delivered - 518			

Search By Job Report									
ADDRESSEE NAME	IMb TRACKED	MAIL STATUS	DEST. STATE	ZIP	CLOCK STOP	SCAN	PARS	RTS	
		<input type="text" value="Please Select"/>	<input type="text" value="Please"/>	<input type="button" value="Search"/>					
BRIAN A SHAW	00141106620036300862	Assumed Delivered	NC	28376	11/9/2017 12:24:17 AM	Yes	Yes	No	
CAROLINE M SPANGLER	00141106620036300435	Assumed Delivered	NC	28311	11/9/2017 2:09:44 AM	Yes	No	No	
CHARLES R MONROE	00141106620036300649	Assumed Delivered	NC	28348	11/9/2017 12:11:28 AM	Yes	No	No	
CHARLES R SMITH	00141106620036300704	Assumed Delivered	NC	28356	11/8/2017 10:38:37 PM	Yes	No	No	

Where and How it is applicable

This Mail Track Plus provides a positive impact on the mailing efforts and helps organizations and industries improve their bottom line. Some of the areas include:

- Retail Operations
- Governmental Agencies that mail out communications such as notices and documents to residents.
- Financial Institutions such as banks, mortgage companies, etc.
- Insurance companies
- Utilities
- Telecom
- Religious groups, charitable organizations, non-profit entities

Multi-Channel Approach

You can achieve efficiencies in your efforts to generate larger and more accurate results with integrated marketing and messaging campaigns across multiple channels with Mail Track Plus providing in-home delivery information that acts as trigger which allows you to coordinate multi-channel campaigns more efficiently. Business rules can be set to trigger pre-arrival or follow-up message to your customer; you can entice customers to scan or view video or message on the mailed document by offering a discount or giveaway. Mail Track Plus can be that multi-channel connection.

Determining Mail Compliance

There are often requirements in various industries to “Prove” mail was sent for Compliance purposes. Mail Track Plus provides precise time and date when the mail-piece enters the mail stream along with scans for each processing centers as the mail travels to its final destination. The recorded facility id along with equipment it was scanned is provided with a final “Assumed Delivered” when the mail piece is scanned last time prior to mail carrier taking it to the address on the mail piece.