

## Improve customer relationships while reducing costs.

*Businesses have found a smart way to reduce costs and promote stronger customer relationships with the help of the U.S. Postal Service®. Give your business a confident edge when you use CONFIRM® service to identify and track individual mail pieces.*

*The delivery trend data you gather can help you make smart choices regarding cash flow management, improving business processes, minimizing risk and enhancing customer service.*

### Track your important mailings with near real-time accuracy.

Use CONFIRM service to know when outgoing statements, invoices and credit cards will reach your customers and anticipate when a payment is on its way to you.

- **Manage cash flow.** Optimize daily investments and borrowing decisions by identifying customer payments in the mail before they reach you.
- **Improve lockbox operations.** Ensure the best resources for processing checks based on incoming check volume.
- **Reduce collection costs.** Lower the number of costly late notices sent by receiving early notice that a payment is on the way.
- **Boost customer satisfaction.** Strengthen relationships by not sending late notices to customers whose payments are en route.



# confidence

- **Enhance processing center management.** Predict customer call patterns based on mail delivery to better align staffing of check and order processing centers.
- **Mail intelligently.** Identify customer payment patterns in relation to statement delivery and use this data to adjust billing cycles.
- **Improve business processes.** Ensure that supply chain vendors are meeting their delivery commitments by knowing when mail is entered into the mail stream.
- **Minimize risk of mail fraud.** Manage risk and lower the chances of fraud by monitoring the delivery of mailings containing credit cards or convenience checks.
- **Enhance customer communications.** Improve communications by knowing with certainty when your customers will receive your bills, statements of account, invoices or credit cards.
- **Target communications.** Identify delivery patterns to assure timely and accurate delivery of customer acquisition pieces and help boost response rates.
- **Optimize call center performance.** Strengthen customer relationships by monitoring delivery trend data to better manage customer inquiries and limit unnecessary follow-up phone calls.
- **Synchronize your message.** Adopt a multi-channel marketing approach and strengthen your message by synchronizing your mailing events with follow-up e-mails or telephone calls.

## Smart businesses mail confidently with CONFIRM service.

Bank of America currently uses CONFIRM service for its credit card, deposit and loan consumer products. It tracks the progress of mail delivery in order to determine whether an issued credit card is received by a customer and follows the progress of account statements to predict when a payment is on its way back.

*"We've become more intelligent about the way we mail due to CONFIRM service. Using the data we've received about mail delivery trends and customer reply habits, we've changed our internal processes and procedures in order to achieve maximum results and efficiency. Plus, we're able to use our call center staff's time more effectively. They have the latest customer account information so time and money are no longer wasted calling every customer because they can focus attention on those who are definitely past due."*

Peter Glenn  
Director of Postal Affairs  
Bank of America



**Q.** How does CONFIRM service help strengthen relationships with existing customers?

**A.** Your call centers can use CONFIRM service data to build statement delivery indicators. This helps enable them to manage customer inquiries more effectively and enhance overall customer satisfaction. Also, your company will be better able to distinguish customers experiencing delivery delays from those making late payments—preventing unnecessary follow-up action.

**Q.** How can CONFIRM service be used as a customer acquisition tool?

**A.** CONFIRM service data can be used to diagnose delivery patterns to better target communications and ensure timely delivery to potential customers. Companies are using the information to focus more on in-home dates rather than mail dates. They can better synchronize mail delivery with other marketing events, such as telemarketing and e-mail, and provide pro-active follow-up to customer solicitations. This helps promote effective acquisition strategies and messaging.

**Q.** How can CONFIRM service help my company reduce late notice costs and better manage cash flow?

**A.** Companies are using CONFIRM service to identify incoming mail pieces so they know when a payment or order has been mailed and who mailed it. By knowing late payments are on the way, a company can reduce the number of costly dunning notices sent and avoid unnecessary operational expenses (i.e., service disconnections). This feature also helps enhance customer relationships. In addition, CONFIRM service provides a strong indicator of advanced payment, which can have a positive effect on daily cash flow management.

**Q.** What kind of businesses use CONFIRM service?

**A.** Businesses in the financial, insurance, service and utilities industries find value in the tracking information that CONFIRM service provides, especially with time-sensitive materials or anything bound by regulatory or statutory time limits. These companies use CONFIRM service data to track their outgoing mailings from customer invoices, statements and checks to credit card enclosure mailings and bills. They can also track incoming mailings to identify when payments are en route, and use this data to better manage daily cash flow, improve processes, minimize risk and enhance customer service.

**Q.** How does tracking statements and other important mail pieces with CONFIRM service help my company reduce costs?

**A.** CONFIRM service allows you to monitor delivery patterns. By knowing which customers have received or are about to receive mail, you can avoid the costs incurred by unnecessarily resending statements, invoices or other important account information. Plus, your call center staff can use this data to create statement delivery indicators that help manage customer inquiries more efficiently.