

# THERE'S A BETTER WAY TO HANDLE RETURN MAIL

Separate the return mail facts from fiction to better understand the impact of undeliverable mail

For years, return mail has fallen into the nebulous "cost of doing business" category. Today, access to modern analytics is redefining mailroom capabilities; mail centers can now play a key role in helping businesses control costs and deliver a consistently better customer experience. But misperceptions around return mail still abound.

Read on to debunk some common mail misperceptions and discover how we were able to help one national financial services provider reduce mail center costs, gain efficiencies and protect their customer experience.



## PERCEPTION

The mail center has little to no impact on the customer experience.

## REALITY

Almost every area of business impacts the customer experience, and return mail is no exception. Don't let multiple missed communications lead to lost customers.



Out of **81,000 pieces** of returned mail, we were able to use proprietary databases to **locate new forwarding addresses for 16,104** of the intended recipients.

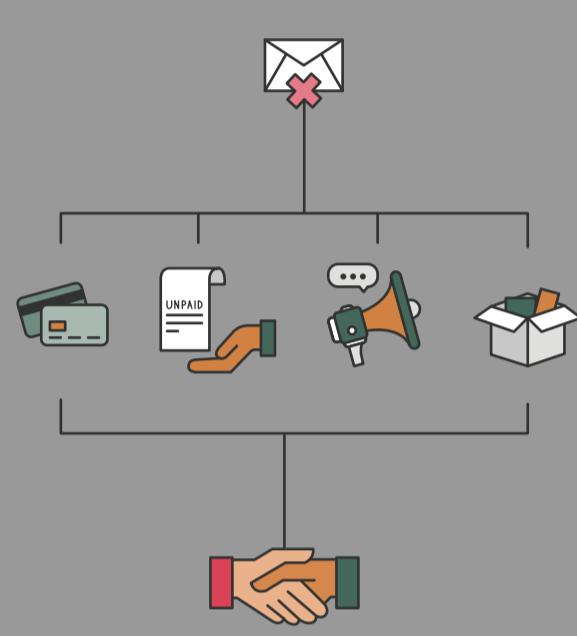
## PERCEPTION

Return mail is nearly impossible to trace back to specific lines of business.

## REALITY

With a comprehensive return mail strategy, you can identify the lines of business where the return mail originated.

Of **81,000 return mail pieces** scanned over a 60-day period, we determined that **45,000** were from **credit project management**, almost **11,000** were from **collections** and **8,000** were from **marketing**. The remainder were sorted into a "miscellaneous" category. By tracing the undeliverable mail pieces back to their originating line of business, we were able to **help our client remediate issues** more efficiently and reconnect with their customers.

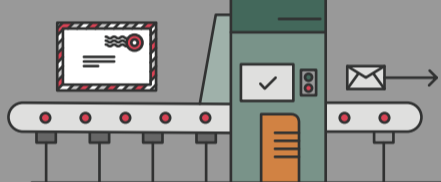


## PERCEPTION

Return mail is a difficult-to-quantify cost that the overall business should just absorb.

## REALITY

Insight into return mail can actually help organizations reduce operating costs.



Based on an average cost of **\$2 per mail piece**, we were able to help our customer avoid incurring almost **\$122,000** in unnecessary operational costs ... in one month.

## PERCEPTION

Mail centers and the business as a whole will always struggle with managing return mail."

## REALITY

With an automated return mail strategy, mail pieces can be quickly digitized, sorted and routed to the appropriate line of business for timely remediation.

Using a meticulously outlined process, we made it possible to take remediation steps on return mail within **72 hours** of initial return.



## PERCEPTION

The mail center is a reactive expense, not a proactive opportunity to add value.

## REALITY

The modern mail center is an often overlooked analytics opportunity, capable of supplying the data needed to make better-informed business decisions.



We were able to determine the reasons behind undeliverable mail and then prevent subsequent mailing attempts, **reducing costs** and minimizing the potential for fraud. In addition, by digitizing return-to-sender mail, we were able to create a record of the communication attempt and reason for failure, helping to satisfy regulatory requirements.

## PERCEPTION

Even for companies with a sustainability focus, return mail will always generate unquantified mail that will need to be recycled or discarded.

## REALITY

An effective return mail strategy can prevent or reduce multiple attempts at mailing to an undeliverable address, minimizing wasted paper as well as CO2 emissions from both the front-end and return journeys for each mailpiece.

By preventing multiple attempts (our financial services customer averaged two additional attempts per month per line of business), we were able to help them **avoid the costs** and **environmental impact** associated with the mailing of five or more mail pieces of mail per month to the same recipient.



Ready to empower your mail center to help deliver a better customer experience, improve your bottom line and deliver actionable intelligence?

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