

Track N Trace® Delivers for Dayton Mailing

BCC's OneCode Confirm® service improves delivery predictability and client satisfaction

Dayton Mailing Services, a family-owned and operated commercial mailhouse in Dayton, OH, has offered customers a full range of printing, fulfillment and mailing services for more than 25 years. A longtime BCC Software client, the company has used Mail Manager™ presorting and list-management software products for more than a decade—and in fact recently upgraded to Mail Manager Full Service™, BCC's top-tier software solution, when a steady trend of growth made the switch logical and cost-effective.

Another recent industry trend has involved the implementation of the Intelligent Mail® barcode, along with the enhanced services this new technology makes available. One such service is OneCode Confirm mail tracking, offered by BCC as Track N Trace.

Natalie Bisnow, Data Processing Manager for Dayton Mailing, knew this recent addition to BCC's slate of Data Services would be of great value to certain clients.

"Most of our Track N Trace customers are insurance companies who are mandated by the state for certain delivery standards, or retail mailers with diverse national locations, doing promotional mailings built around in-store sale dates," Bisnow says.

With access fully integrated into all Mail Manager products, Track N Trace can be easily used with presorted First-Class™, Standard Mail® or

"Before Track N Trace, it was a guessing game to predict delivery standards. [Now,] we're able to adjust our drop dates and hit in-home targets more effectively."

Natalie Bisnow
Dayton Mailing Services

Periodical mailings. The service assigns a unique ID for each mailpiece, and includes that data in the Intelligent Mail barcode that is printed directly on the address labels.

After the mailing drops, Track N Trace collects step-by-step OneCode Confirm delivery information from postal facilities on the pieces' delivery paths and maintains that data on a secure Web interface. Highly customizable reports can be generated or downloaded at any time. Closely monitoring the progress of a mailing helps gauge delivery effectiveness and predict future performance.

"It's working very well," Bisnow says of the

BCC Success Story: Dayton Mailing

service. “Before we had Track N Trace, it was a guessing game to predict delivery standards. Track N Trace has shown us that mailings are often delivered quicker than [expected]. After looking at the data, we’re able to adjust our drop dates and hit the in-home targets more effectively.”

The usefulness of BCC’s OneCode Confirm service is improved further with a Track N Trace Reseller Site option, which allows Mail Manager and Mail Manager Full Service users the ability to present delivery scan data directly to their end-user clients via a website tailored to resemble the mail service provider’s own corporate site. Because the clients retrieve scan data themselves, the provider’s day-to-day responsibilities are reduced—ensuring greater convenience for both ends of the transaction.

“The reseller site takes the tracking out of my hands, so the customer can get their information directly,” Bisnow says. “I’m there to help them, but it’s pretty user-friendly, so after an initial tutorial they’re pretty much able to log in and view their reports on demand.”

Transitioning to the Intelligent Mail barcode in general, and Track N Trace in particular, was a relatively easy process for Dayton Mailing, Bisnow says: “The actual generation of the barcode turned out to be pretty simple ... and our data-processing team had no problems with setting up Track N Trace. Once you know Mail Manager, it’s easy.”

Any challenges they encountered in the switch to Intelligent Mail were resolved with the help of BCC’s comprehensive Customer Support system. “Your forums are really helpful—I can troubleshoot

most of my problems on my own,” Bisnow says of the customer-exclusive online User Forums that offer peer-to-peer guidance and a 24/7 resource. “I usually don’t call tech support unless I’m really stuck; and when I am, they’re always able to help.”

Between the ease of implementation and the convincing results, it’s clear that BCC’s Track N Trace and the Intelligent Mail barcode have proven to be a worthwhile path for Dayton Mailing Services as they pursue continued growth.

At a Glance

Company

Dayton Mailing Services

Location

Dayton, OH

Specialization

Mailing & Fulfillment Services

Website

www.daytonmailing.com

BCC Solutions Set

- Mail Manager Full Service
- FSP Unlimited NCOA^{Link}® processing
- Track N Trace Prepaid Credits
- TrayMate 3 Thermal Tag Printer

Mail Manager and Mail Manager Full Service are trademarks of BCC Software Inc. Track N Trace is a registered trademark of BÖWE BELL + HOWELL. The following are trademarks belonging to the United States Postal Service® (USPS®): Intelligent Mail, NCOA^{Link}, OneCode Confirm, First-Class and Standard Mail. BCC Software is a non-exclusive NCOA^{Link} Interface Distributor and NCOA^{Link} Full and Limited Service Provider licensee of the United States Postal Service. Prices for BCC products and services are not established, controlled or approved by USPS or the United States Government.



www.BCCSoftware.com

800.337.0442 • info@BCCSoftware.com