



Streamlining Undelivered Mail Data Processing for a Global Technology Company

Transforming Return Mail Into Actionable Insights

Direct mailing has been shown to be an effective method to increase customer awareness. One of the largest deciding factors towards a service or product is often solely based on reviews by family and peers.

Undelivered or return mail costs the United States Postal Service over \$1 billion to process. In addition, businesses are hurting their ROI by keeping their returned mail sitting in a dusty corner. Realizing the underlying potential, a well-known global technology company was looking to utilize the data from return mail in order to significantly decrease the number of return mail items and improve return rates.

Creating a Scalable Solution to Daily Volumes

With a strong focus on improving both shipping and mailing services, this global technology company reached out to ARDEM to extract data from 75,000 mailing envelope images daily.

The growing volume of undelivered mail was difficult to manage in-house. In addition to extracting the data, each piece of return mail needed to be tracked and accounted for throughout the entire processing cycle making it very time-consuming.

Key Benefits

- Scalability for large volumes
- Quick Turnarounds
- Advanced Quality Assurance Procedures

How Much Does Returned or Undelivered Mail Cost?

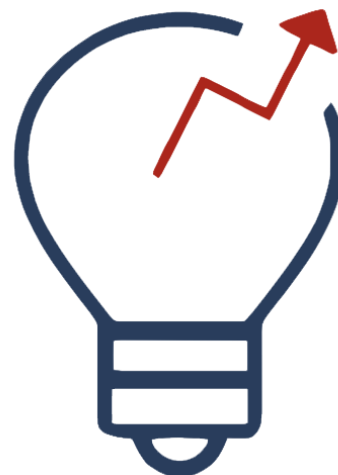
- Currently postage costs 50 cents to mail a letter
- ⇒ Assuming a 1% return rate for 1,000 letters we would have 100 pieces of returned mail.
- ⇒ $100 * \$0.50 = \50.00 wasted on just postage per month.
- ⇒ Annually $\$50.00 * 12 = \600 wasted on postage for returned mail.
- ⇒ Quite often businesses spend money on marketing, advertisements, graphic design, and more—increasing how much money was wasted on returned and undelivered mail.

Increasing Return on Investment

ARDEM was tasked with transforming the Undeliverable as Addressed mail data into functional mailing lists to efficiently streamline shipping and mailing. Data fields such as name, address, USPS bar codes, and reason codes on each envelope image would be extracted into an organized file that can easily be ingested into an internal system. As a result, address records can be updated within a quick turnaround using ARDEM's flexible solution.

In order to improve targeting and optimize successful deliveries, ARDEM focused on implementing high data accuracy and quality. Utilizing a mix of double key data entry and programmatic validation routines, an extensive quality assurance routine was put in place. The data from two data operators would be checked by a program and any data flagged as discrepancies will be checked by a third operator to correct any issues.

The key component to the success of this partnership was the flexibility and scalability provided by ARDEM to handle daily mail envelope volumes. Mail envelopes were processed quicker and eliminated the backlog allowing the global technology company to save money on return mail and focus on providing improved and more efficient mailing services.



Return or Undelivered Mail has a lot of potential— addresses can be validated and mailing lists can be updated to drive effective and efficient marketing campaigns.

About ARDEM Incorporated

ARDEM Incorporated delivers success companies looking to efficiently streamline their processes and improve ROI. We implement the world's most sophisticated Technology platform combining human interaction with advance technologies to automate business processes and lower operational costs.

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