SOLUTION BRIEF

DISCOVERY Return Mail Solution

Automated, high speed scanning and data capture solution for returned mail processing

SOLUTION OVERVIEW

In an increasingly competitive mailing industry, keeping a tight grip on your operating costs is essential if you are to remain in business. One culprit that could be putting a drain on your profits is returned mail. For many large enterprises, the job of processing large volumes of returned mail and correcting addresses in source databases can severely impact their operations' process efficiency.

The problem stems from the fact that people are constantly on the move. For example, in the USA, approximately 45 million people (14% of the population) change their addresses every year. Consequently, organisations find that roughly 25% of the addresses that they hold deteriorates after just one year as individuals move, get married, get divorced, buy new homes, change jobs, retire or die. On average, organisations will experience an undelivered mail rate of 3 to 5 percent or as high as 30 percent for certain government departments and debt collection agencies.

Returned mail - a huge and costly problem

When an enterprise sends out a large mailing - whether from marketing, billing, or for information, and it receives a portion of it back as returned mail, the cost of non-delivery can be substantial. Not only does each piece of returned mail represent a loss of the initial production and postage costs, but the organisation face additional costs to identify and log the old addresses, obtain the new addresses, update the associated databases and then to reprint and mail the piece. Returned mail costs a company an average of $3 per piece in operational costs alone, including postage and printing, handling, research, re-mailing, and related processes

Beyond these hard costs, returned mail creates the inevitable domino effect of lost customers, lost opportunities, fraud, poor customer experience and damage to their brand.

DISCOVERY Return Mail Solution: Automated data captured

The DISCOVERY Return Mail data capture solution provides a cost effective solution for automating the process of scanning and capturing essential data from the returned mail. The solution fully automates the time-consuming, labour intensive manual process of handling large volumes business mail returned to sender and Undeliverable As Addressed (UAA). The solution easily scans, decodes and logs the essential data printed on the returned envelope into an electronic format for subsequent processing.

Intelligent, High Speed Mail Scanning

DISCOVERY Return Mail is available as a complete, all-in-one solution from one vendor, which includes a high speed envelope feeder, belt-driven transport base with diverter, PC controller, monitor, cameras, and lighting. Easy to set-up and operate, the solution is able to handle envelopes of varying thickness at speeds up to 20,000 mail pieces per hour. The system can read and decode all types of 1D or 2D barcodes including postal barcodes (IMB, Mailmark, Postnet etc.) or OCR text through the envelope window or printed on the envelope. Any suspect envelopes are automatically diverted for manual processing.

At the end of the run, a CSV or TXT file can be downloaded containing the required data which can be fed into an ADF, MIS or address update/cleansing software, enabling the organisation to correct the addresses in their customer or marketing databases. Captured images can be archived for auditing purposes allowing the original envelopes to be shredded and securely disposed.
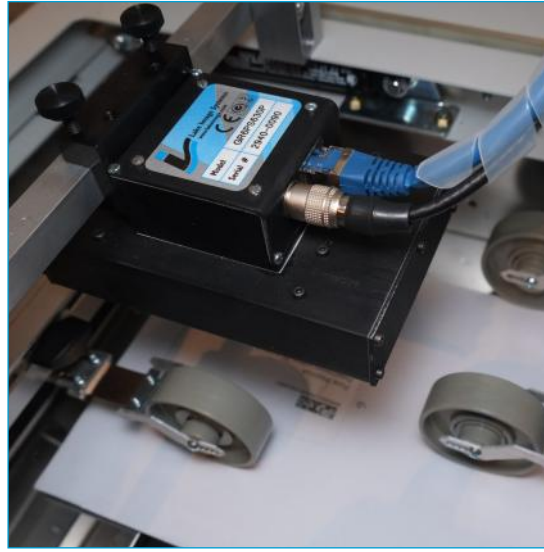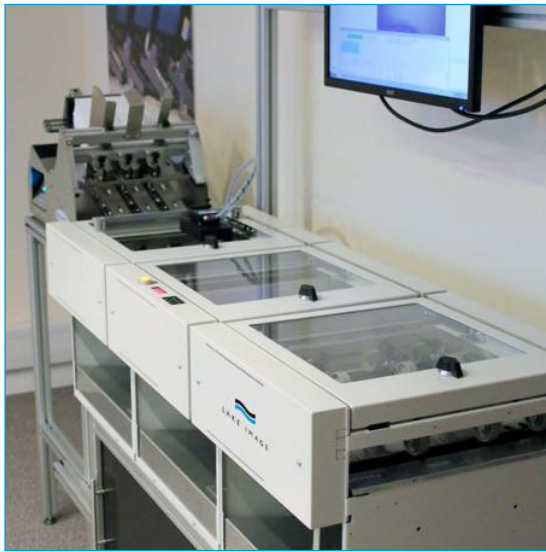
The solution includes installation, training, and ongoing support to ensure all your data capture requirements are met.

DISCOVERY
MULTISCAN

SOLUTION BRIEF

SYSTEM

Mail Handling Equipment
- Variable thickness (up to 5mm) envelope feeder
- High speed, belt driven transport base with diverter
- Envelope size: up to C4
- System base housing PC system and storage

Input Devices
- Area Scan Cameras - MaxRead, and GigE
- Line Scan Cameras - Up to 4K at 300mm width (optional)
- Triggering: High resolution encoders (5000 ppr)
- Lighting: Long life L.E.D. Optional back-light

Software
- DISCOVERY Multiscan
- 1D/2D Barcode and OCR Reading Tool
- Image Archive (Optional)

Outputs
- CSV or TXT File
- Serial & network outputs for file sharing
- Divert on error. Alerts/Alarms (optional)
- ADF/MIS system integration (optional)

Processor / Interface
- OS: Windows™ 7 (64bit)
- Power: 110-230VAC
- Interface: 21" LCD Colour Monitor, keyboard & trackball
- Approvals: CE Certified

Performance
- Processing Time: >50 reads per second
- Speeds: up to 20,000 mail pieces/hr

Installation / Integration
- Installation and Training
- Remote technical support

SUPPORTED CODE FORMATS

Text / OCR
- Full Alphanumeric font trainable by system operator.

1D & 2D Barcodes
- EAN 13 & EAN 8
- OMR
- Datamatrix
- PDF417
- QR Code
- UPC A & UPC E
- Code 128,, 39 or 93
- 2/5 discrete & Interleaved

Postal Barcodes
- US IMB, POSTNET, PLANET
- UK MailMark™, 4State code
- Australian Post, Japanese Post

Electronic
- RFID

ADVANTAGES

- **Packaged Solution** - All solution components, implemented to your requirements at a low, affordable price
- **Scalable** - Solution can expand as your requirements grow
- **Reliable** - Based on DISCOVERY Multiscan, with over 3500 installs, ensures that the solution is robust and fit for purpose
- **Flexible** - Ability to provide a multitude of data capture capabilities
- **Supported** - Comprehensive maintenance contracts featuring remote diagnostics

BENEFITS

- **Improved Productivity** - Automates labour intensive return mail handling and data capture processes, increasing throughputs and process efficiencies
- **Lower Costs** - Automation reduces cost per item, lowers operating costs and increases profit margins
- **Increased Customer Satisfaction** - 100% integrity and automated processes ensures fast, efficient return mail management
- **Meeting Compliance** - Enables your processes to comply with industry and government regulations