

# The Mail Distribution Industry: Providing Value To Customers



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**B**rokers Worldwide opened for business in February of 1986 with the mission of providing value to our customers by offering the best international mail distribution systems, services and solutions.

Twenty years later, our mission is the same; however, the systems, services and solutions that both Brokers Worldwide and other successful companies in the mail distribution industry provide have gone through significant change and will continue to do so in the future.

What are the keys to providing value to customers in today's mail distribution industry?

## Qualified People

First and foremost is a well-trained, dedicated and motivated work force. In today's environment, this is the single most important ingredient necessary for a company to produce a high quality service and provide value to its customers.

1. *Sales Force.* A highly trained and knowledgeable sales force is critical when evaluating customers' needs. The focus of an effective sales representative should be to seek out ways that they can add value to a customer's business. This can be done by finding solutions that will best meet a customer's needs. In the event that a company's services do not appear to meet a customer's needs, a sales representative must have the skills necessary to seek out creative al-

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ternatives in order to find a solution that will provide value to the customer.

*2. Customer Service.* Customer service plays a critical role in creating value for customers in all industries. Whether a customer has complex or simple needs, easy access to a qualified customer service representative is critical to customer satisfaction.

*3. Operational Excellence.* Having the operational systems, management and workforce in place to provide excellent service on a consistent basis is also a basic requirement needed to offer value to customers in the mail distribution business.

### Range Of Services

Providing a wide range of services allows companies in the mail distribution industry to offer value to customers with varying needs. International mail distribution alone is not enough. Some of the services that are a must include:

*1. International Mail Distribution.* Having regular Priority and Standard services for Business Mail, Direct Mail and Publications, as well as the ability to customize your offerings to meet unique customer needs is a basic requirement in this industry.

*2. International Parcel.* International parcel service must include worldwide delivery and automated document preparation.

*3. Domestic Mail Distribution.* All

USPS lines of business, including First Class, Standard Mail, Bound Printed Matter and Publications should be offered.

*4. Domestic Flats and Parcels.* Expedited and standard services, with down stream entry into the USPS network, should be offered for domestic flats and parcels.

*5. Lettershop Services.* Required lettershop services include having the ability to insert, polybag, ink-jet, tab, print, customize carrier sheets, and prepare bulk mailings.

*6. Fulfillment Services.* Fulfillment services that should be offered include International and Domestic Catalog fulfillment, International and Domestic Book and Printed Matter fulfillment, and International and Domestic Product fulfillment (including pick, pack and web-based inventory management and reporting).

*7. Data Processing.* Data processing capabilities should include International and Domestic Address Formatting and Correction, as well as Merge/Purge. Additional services should include country specific presort capabilities, key coding, split/selectivity and file conversion.

### Information Technology And Automation

Controlling processing costs, long-term dependability and flexibility are the results of state-of-the-art Information Technology and Automation. Both are

important in adding value to customers.

*1. Production Automation.* International and Domestic mail sortation, using machines with address recognition software, increases processing speeds and lowers processing costs. The same is true for production floor inkjet and labeling machines.

*2. Web-Based Reporting.* Inventory management, internal department charge backs, invoicing and accounts payable reporting are all important value-added services that can be supplied via the Internet.

*3. Software Development.* Having the ability to develop customer-specific software solutions is another key to adding value to customers.

Throughout our twenty years in business, Brokers Worldwide has developed the workforce and service capacities described above. Our combination of human resource and service capability, in conjunction with our nationwide presence, worldwide network and our status with the USPS as both a National Account and Postal Qualified Wholesaler, has positioned us to accomplish our mission of providing continued value to our customers.

In the words of Thomas Edison, “The three essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense.” I believe those essentials work well when your mission is to provide value to customers now and in the future.

*For more information, call 800-MAIL-287.*