



FP Elite Webinar #12

Certified Mail Solutions

Mark Evanoff, Product Marketing August 2017

AGENDA



1

USPS SERVICES OVERVIEW

2

CERTIFIED MAIL SOLUTIONS

3

SALES STRATEGY

4

COMPETITIVE OFFERINGS

5

Q&A

WEBINAR GOALS



1 Consultative Knowledge of USPS Extra Services



2 Ability to Articulate Certified Mail Solutions

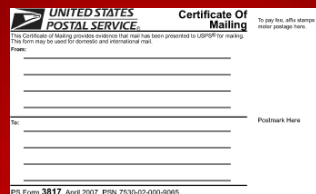


3 Basic Level of Selling Strategies

USPS EXTRA SERVICES OVERVIEW

USPS EXTRA SERVICES FOR RECORDS

CERTIFICATE OF MAILING



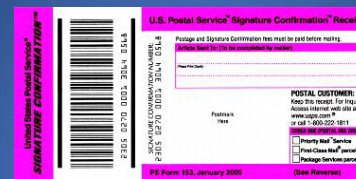
- Proof of mailing
- No tracking
- Post Office only
- Form is only receipt
- Manual process

CERTIFIED MAIL



- Proof of mailing
- Proof of delivery with Return Receipt
- Tracking with status
- Audit trail

USPS TRACKING & SIGNATURE CONFIRMATION



- Proof of mailing
- Proof of delivery with Signature Confirmation
- Tracking with status
- Not available on letters

REGISTERED MAIL



- Proof of mailing
- Proof of delivery with Signature Confirmation
- Tracking with status
- Not available on letters

SELECTING A SERVICE

	Proof of mailing	Protection in transit	Confirmation at delivery
Priority Mail Express	Receipt Provided at Time of Mailing	Insured Mail (\$100 included)	Date & Time Signature Upon Request
Priority Mail	Certificate of Mailing	Insured Mail (\$50 included) Registered Mail	Certified Mail USPS Tracking Signature Confirmation Registered Mail
First-Class Mail	Certificate of Mailing	Insured Mail Registered Mail	Certified Mail USPS Tracking* Signature Confirmation* Registered Mail
Retail Ground, Media Mail	Certificate of Mailing	Insured Mail	USPS Tracking* Signature Confirmation*

*packages only

CERTIFIED MAIL

CERTIFIED MAIL – PROOF OF MAILING

- Prove you sent it
- See delivery status
 - In transit, attempted, notice left, delivered
- Optional Return Receipt of recipient with signature proving it was delivered



The image shows a U.S. Postal Service Certified Mail Receipt form. On the left, there is a green vertical strip with the text "CERTIFIED MAIL" and a barcode. The main form is white with green headers. The header reads "U.S. Postal Service™ CERTIFIED MAIL® RECEIPT Domestic Mail Only". Below the header, it says "For delivery information, visit our website at www.usps.com®." and "OFFICIAL USE". The form has several sections for recording fees and services, including "Certified Mail Fee", "Extra Services & Fees", "Return Receipt (hardcopy)", "Return Receipt (electronic)", "Certified Mail Restricted Delivery", "Adult Signature Required", and "Adult Signature Restricted Delivery". There are also fields for "Postage", "Total Postage and Fees", "Sent To", "Street and Apt. No., or PO Box No.", and "City, State, ZIP+4®". A red circle is drawn around the "Postmark Here" area on the right side of the form. At the bottom, it says "PS Form 3800, April 2015 PSN 7530-02-000-9047" and "See Reverse for Instructions".

Proof is Obtained When USPS Provides Postmark Stamp on Receipt or in Firm Mailing Book Form 3877

2017 CERTIFIED MAIL PRICES

Certified Mail	Fee
Per item, in addition to postage and other fees	
Certified Mail	\$3.35
Certified Mail Restricted Delivery	8.30
Certified Mail Adult Signature Required	8.30
Certified Mail Adult Signature Restricted Delivery	8.30



RETURN RECEIPT

Evidentiary Proof of Delivery

- Tracking IMpb barcode
- Article number
- Recipients address
- Date of delivery
- Signature of recipient

SENDER: COMPLETE THIS SECTION		COMPLETE THIS SECTION ON DELIVERY	
■ Complete items 1, 2, and 3. ■ Print your name and address on the reverse so that we can return the card to you. ■ Attach this card to the back of the mailpiece, or on the front if space permits.		A. Signature ☒ Agent ☒ Addressee	
1. Article Addressed to: JAMES BOND 123 MAIN ST FRANKFORT IL 60423		B. Received by (Printed Name) JAMES BOND C. Date of Delivery 8/17/17	
2. Article Number (Transfer from service label) 9590 9402 3041 7124 4216 70		D. Is delivery address different from item 1? ☐ Yes If YES, enter delivery address below: ☒ No	
3. Service Type ☐ Adult Signature ☐ Adult Signature Restricted Delivery ☐ Certified Mail® ☒ Certified Mail Restricted Delivery ☐ Collect on Delivery ☐ Collect on Delivery Restricted Delivery ☐ Insured Mail ☐ Insured Mail Restricted Delivery (over \$500)		☐ Priority Mail Express® ☐ Registered Mail™ ☐ Registered Mail Restricted Delivery ☐ Return Receipt for Merchandise ☐ Signature Confirmation™ ☐ Signature Confirmation Restricted Delivery	

PS Form 3811, July 2015 PSN 7530-02-000-9053 Domestic Return Receipt

USPS TRACKING #

9590 9402 3041 7124 4216 70

United States Postal Service

First-Class Mail
 Postage & Fees Paid
 USPS
 Permit No. G-10

* Sender: Please print your name, address, and ZIP+4® in this box*

FP USA
 140 N MITCHELL ST
 STE 200
 ADDISON IL 60101

BARCODED RETURN RECEIPT DELIVERY PROCESS

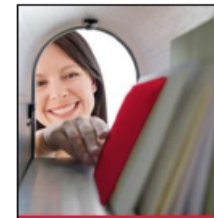
Package Delivered
to customer

Recipient fills out
return receipt

Return Receipt is
returned to the
destination post office
and entered into the
mailstream

Return Receipt out for
delivery at Sender's
residence or business,
and receives a
delivered scan

Sender receives
return receipt



SENDER COMPLETE THIS SECTION	COMPLETE THIS SECTION ON DELIVERY
1. Complete items 1, 2, and 3. 2. Print your name and address on the reverse so that we can return the card to you. 3. Attach this card to the back of the mailpiece, or on the front if space permits. 4. Article Addressed to: 5. Article Number (Transfer from service label) 6. Article Number (Transfer from service label) 7. Article Number (Transfer from service label) 8. Article Number (Transfer from service label) 9. Article Number (Transfer from service label) 10. Article Number (Transfer from service label) 11. Article Number (Transfer from service label) 12. Article Number (Transfer from service label) 13. Article Number (Transfer from service label) 14. Article Number (Transfer from service label) 15. Article Number (Transfer from service label) 16. Article Number (Transfer from service label) 17. Article Number (Transfer from service label) 18. Article Number (Transfer from service label) 19. Article Number (Transfer from service label) 20. 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Article Number (Transfer from service label)	A. Signature B. Received by (Printed Name) C. Date of Delivery D. Is delivery address different from item 1? Yes/No E. If YES, enter delivery address below F. Sender: Please print your name, address, and ZIP+4® in this box

Form 3811 Front/Back

RETURN RECEIPT ELECTRONIC

Evidentiary Proof of Delivery

- RRE Item number
- Date and time of delivery
- Recipients address
- Signature of recipient
- Customer reference number



Date Produced: 08/14/2017

FP MAILING SOLUTIONS:

The following is the delivery information for Certified Mail™/RRE item number 9214 8969 0099 9790 1303 6235 59. Our records indicate that this item was delivered on 08/11/2017 at 12:09 p.m. in SEYMOUR, TN 37865. The scanned image of the recipient information is provided below.

Signature of Recipient :

A handwritten signature in black ink, appearing to be "W. D." followed by a stylized flourish.

Address of Recipient :

PO BOX 369

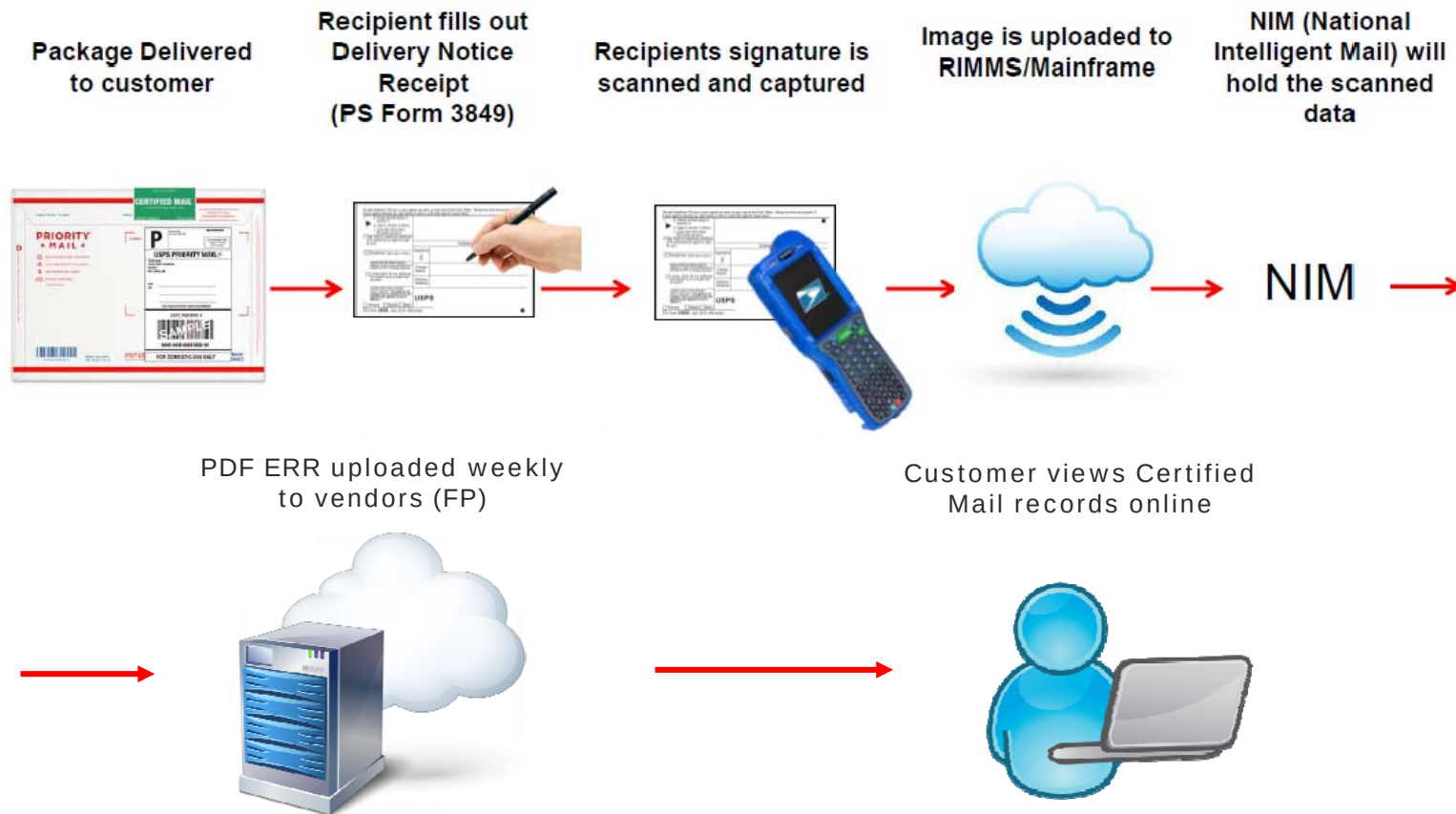
Thank you for selecting the Postal Service for your mailing needs. If you require additional assistance, please contact your local post office or Postal Service representative.

Sincerely,
United States Postal Service

The customer reference number shown below is not validated or endorsed by the United States Postal Service. It is solely for customer use.

Customer Reference Number: 600059407-600059407 DOGWOOD FA

ERR DELIVERY PROCESS



FIRM MAILER BOOK 3877

Records:

- Service
- Article number
- Addressee
- Postage
- Fees

UNITED STATES POSTAL SERVICE®

Name and Address of Sender

Check type of mail or service

☐ Adult Signature Required ☐ Priority Mail Express

☐ Adult Signature Restricted Delivery ☐ Registered Mail

☒ Certified Mail ☐ Return Receipt for Merchandise

☐ Certified Mail Restricted Delivery ☐ Signature Confirmation

☐ Collect on Delivery (COD) ☐ Signature Confirmation Restricted Delivery

☐ Insured Mail ☐ Priority Mail

Affix Stamp Here
(If issued as an international certificate of mailing or for additional copies of this receipt, Postmark with Date of Receipt.)

Firm Mailing Book For Accountable Mail

USPS Tracking/Article Number

Addressee (Name, Street, City, State, & ZIP Code™)

Postage (Extra Service) Fee

Handling Charge

Actual Value if Registered

Insured Value

Due Sender if COD

ASR Fee

ASRD Fee

RD Fee

RR Fee

SC Fee

SCRD Fee

SH Fee

1. 9212 8901 1935 0200 4910 33 12 S. 12th Avenue, Suite 100, Tulsa, OK 74106-1234 \$ 47 3.30

2. 9212 8901 1935 0200 4910 40 101 E. 11th St., Suite 100, Tulsa, OK 74106-1234 \$ 47 3.30

3. 9212 8901 1935 0200 4910 57 1000 SOUTHWEST BUILDING, SOUTHWEST PLAZA, 1100 SOUTHWEST BLVD, TULSA, OK 74106-1234 \$ 47 3.30

4. 9212 8901 1935 0200 4910 64 201 BUILDING, 10000 PROPERTY, 10000 PROPERTY, TULSA, OK 74106 \$ 47 3.30

5. 9212 8901 1935 0200 4910 71 201 BUILDING, 10000 PROPERTY, 10000 PROPERTY, TULSA, OK 74106 \$ 47 3.30

6. 9212 8901 1935 0200 4910 88 2000 S.W. 10th St., Suite 100, Tulsa, OK 74106 \$ 47 3.30

7. 9212 8901 1935 0200 4910 95 101 E. 11th St., Suite 100, Tulsa, OK 74106-1234 \$ 47 3.30

8. 9212 8901 1935 0200 4910 01 101 E. 11th St., Suite 100, Tulsa, OK 74106-1234 \$ 47 3.30

Total Number of Pieces Listed by Sender: 293

Total Number of Pieces Received at Post Office:

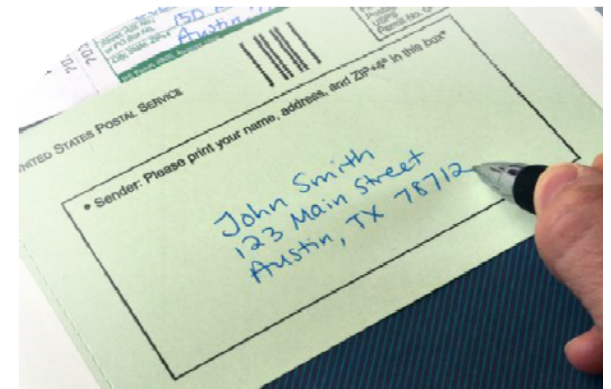
Postmaster: For (Name of receiving employee)

PG Form 3877, April 2015 (Page 1 of 37) Complete in Ink Privacy Notice: For more information on USPS privacy policies, visit: usps.com/privacypolicy

THREE OR MORE PIECES

2017 RETURN RECEIPT MAIL PRICES

Return Receipt		Fee
(In conjunction with another extra service)		
Requested at time of mailing	(Hard copy PS Form 3811)	\$2.75
	Electronic	1.45



UNIFORM ELECTRONIC TRANSACTIONS ACT

- Congress passes the Uniform Electronic Signature Act – 2000
- Does not make electronic transactions mandatory
- Provided the foundational framework
- Focuses on contracts related to business, commercial and governmental matters
- Grants electronic copies of a signature same validity as hardcopy



USPS ANNOUNCES EQUIVALENCY

- USPS, a Federal Agency asserts that ERR is the same as hardcopy
- Demonstrates that the government agency sees that electronic copy of a signature is same as hardcopy
- Precedent is the Uniform Electronic Transactions Act

POSTAL BULLETIN 22137 (9-16-04)

43

Field Information Kit

Return Receipt (Electronic)

FIELD INFORMATION KIT

Return Receipt (Electronic)

A new electronic option for obtaining return receipt service is now available to customers at retail counters. It is "Quick, Easy, Convenient"™!

Return receipt (electronic) is the equivalent of the traditional "green card" — the hardcopy return receipt, PS Form 3811, *Domestic Return Receipt* — that provides proof of delivery for Certified Mail™, Registered Mail™, collect on delivery (COD), and numbered Insured Mail items. But instead of arriving by mail, the return receipt proof of delivery letter is sent electronically to the customer's e-mail address, arriving as a portable document format (PDF) file that opens using Adobe Acrobat software. The Postal Service™ saves handling and delivery costs. The customer saves 46 cents per item (\$1.30 vs. \$1.76) and gets the important information in a new, convenient format. There are no extra forms to complete or labels to affix or scan. The recipient's signature and address are

taken from PS Form 3849, *Delivery Notice/Reminder/Receipt*. No "green card" is required. Letter carriers and retail associates follow the existing standard operating procedures for scanning and obtaining signatures at delivery. The refund policy remains the same for both types of return receipt service.

This information kit contains the following elements that are designed to inform employees about this new service:

- General Stand-Up Talk
- Sample Return Receipt (Field Delivery Letter)
- Return Receipt (Electronic) Fact Sheet
- Answers to Frequently Asked Questions
- Return Receipt (Electronic) Poster

WHY BUSINESSES USE CERTIFIED MAIL

Proof of Mailing

Legal requirement to show evidence of mailing. Shows date and place of mailing to recipient.

1

Proof of Delivery

Legal requirement to show evidence of receipt. Delivery can be restricted, for an additional fee, to a specific recipient at delivery address.

2

Tracking

Able to track mail status and maintain accountable mail records.

3

Compliance

Legal requirement to be able to show evidence in a court of law with records maintained for up to 7 years.

4

TOP GREEN CARD VERTICALS



Computer Periphery Equipment
Manufacturers



IT Services



Federal Government

TOP E-RETURN RECEIPT VERTICALS



IT Services



Banking



Shipping

OTHER TOP VERTICALS

COURTS SYSTEM

LEGAL & TRUSTEES

MORTGAGE SERVICES

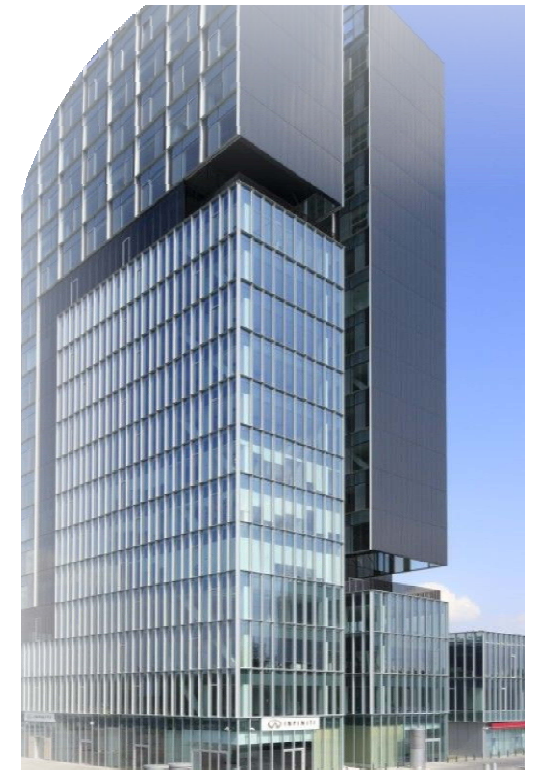
HEALTHCARE

INSURANCE

AUTO & VEHICLE FINANCE

MUNICIPALITIES & UTILITIES

ACCOUNTING & CPAs



WHY BUSINESSES AUTOMATE CERTIFIED MAIL

Simplify Record Keeping

Digital methods provide secure and easy access of records with disaster recovery with cloud storage.

1

Better Tracking & Visibility

Web solutions provide real time tracking and visibility. Easily see delivery statuses.

2

Reduce Risk

Better processes, management, storage and access of documents mitigates risk of lost accountable mail evidence.

3

Lower Costs

Processing time can be reduced by up to 50%. Record retrieval is fast and easy. Automated record storage reduces time and space. ERR is about ½ the cost of the Green Card.

4

CERTIFIED MAIL SOLUTIONS

mailOne for PostBase



mailOne KEY FEATURES – 3 IN 1



MAIL ACCOUNTING



POSTAL SHIPPING



CERTIFIED MAIL MANAGEMENT

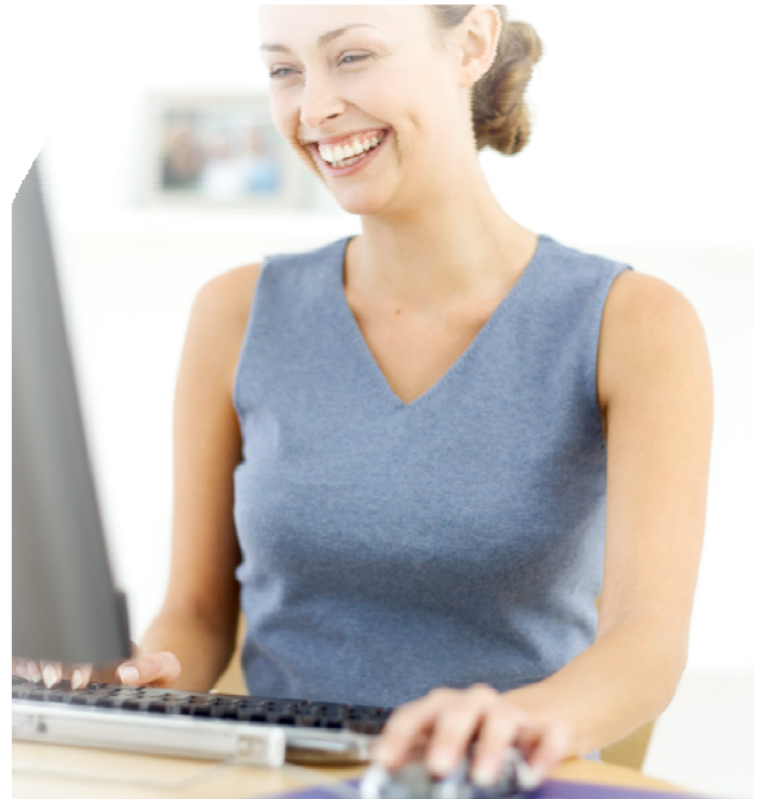
FP CERTIFIED MAIL MANAGER



 **LaserSubstrates, Inc.**™
Authorized FP Partner

FP CERTIFIED MAIL MANAGER

- Web based solution
- Creates Certified Mail with Return Receipt or eReturn Receipt
- Individual or enterprise-wide
- Processed millions of Certified Mail pieces



KEY BENEFITS

EASILY MONITOR & MANAGE CERTIFIED MAIL

REDUCES LABOR COSTS OF PREPARATION

QUICK VIEW TRACKING DASHBOARD

ADDRESS BOOK FOR FAST PRINTING

QUICKLY PRINT ONE OR A BATCH OF CERTIFIED MAIL LABELS

QUICK AND EASY ACCESS TO ELECTRONIC RETURN RECEIPTS

PROVIDES SECURITY AND COMPLIANCE

REDUCES POSTAGE COSTS

LIVE DEMONSTRATION

FORMS

FORMS: FP ITEM #FMCEL43

Blank Form

The image shows three identical blank forms of the U.S. Postal Service Certified Mail Receipt (PS Form 3800, August 2008). Each form is oriented vertically and features a green header with the text "U.S. Postal Service CERTIFIED MAIL - RECEIPT". The forms are designed for use with a postage meter and include fields for "Postage \$", "Certified Fee \$", "Return Receipt Fee \$", "Endorsement Fee \$", "Restricted Delivery Fee \$", and "Total Postage & Fees \$". There are also fields for "Send To" (Name, Apt. No., or PO Box No., City, State, ZIP+4) and "PS Form 3800, August 2008". The forms are marked with "OFFICIAL USE" and "U.S. MAIL APPROVED" stamps.

Printed Form

The image shows three identical printed forms of the U.S. Postal Service Certified Mail Receipt (PS Form 3800, August 2008). Each form is oriented vertically and features a green header with the text "U.S. Postal Service CERTIFIED MAIL - RECEIPT". The forms are designed for use with a postage meter and include fields for "Postage \$", "Certified Fee \$", "Return Receipt Fee \$", "Endorsement Fee \$", "Restricted Delivery Fee \$", and "Total Postage & Fees \$". There are also fields for "Send To" (Name, Apt. No., or PO Box No., City, State, ZIP+4) and "PS Form 3800, August 2008". The forms are marked with "OFFICIAL USE" and "U.S. MAIL APPROVED" stamps. The forms contain sample data, including a barcode, a tracking number (7505 4522 4440 0001 4246), and a return address (John Smith, ABC Company, 123 South Main Street, Suite B2, San Jose, CA 95128).

FORMS PRICING

Part	Description	Cost per Label	MSRP
FMCEL43	Certified for eReturn Receipt Labels 1 pack of 100 sheets; 300 labels	\$ 0.67	\$ 199.50
FMCEL43	Certified for eReturn Receipt Labels 2 packs of 100 sheets; 600 labels	\$ 0.50	\$ 299.52
FMCEL43	Certified for eReturn Receipt Labels 5 packs of 100 sheets; 1500 labels	\$ 0.33	\$ 499.50
FMCEL43	Certified for eReturn Receipt Labels 10 packs of 100 sheets; 3000 labels	\$ 0.27	\$ 799.50

SELLING STRATEGIES

POSITIONING YOUR SOLUTION

- Consultative approach
- Follow the workflow
- Meet all the stakeholders
- Identify key areas of importance
 - Risk reduction
 - Compliance
 - Better tracking & visibility
 - Workflow improvement
 - Simplified record management
 - Lower costs



PIC OF THE WEEK



PROPOSING YOUR SOLUTION

Ideas:

- Include forms into lease price
- Reduce forms price – build part into lease
- First year of forms included/free
- Professional services for consultation, support and installation coordination



SUPPORT

SUPPORT AND INSTALLATION

TECHNICAL & PRE-SALES: Todd Hackett, Director of Technical Operations, Laser Substrates

Phone: (607) 229-1833

Email: tech@lasersub.com

Installation request: fp-usa.com/eCertifiedinstall

PRODUCT MARKETING: Mark Evanoff, National Sales & Product Marketing Manager, FP USA

Phone: (630) 827-5703

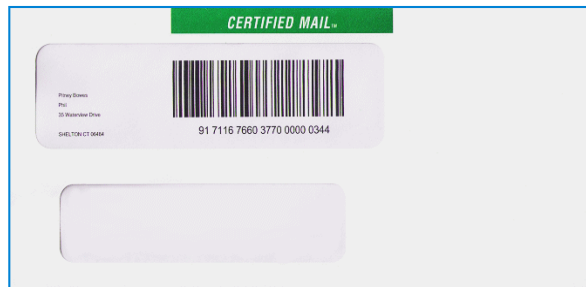
Email: mevanoff@fp-usa.com



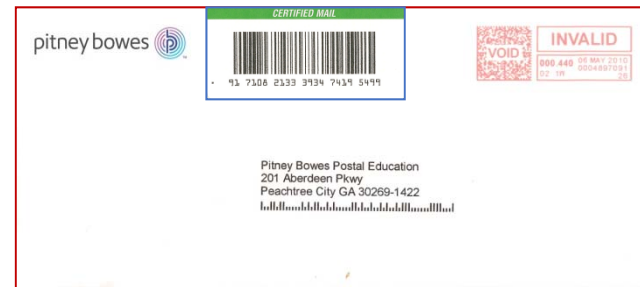
COMPETITIVE OFFERINGS

PITNEY BOWES SENDSUITE LIVE

Cover Sheet in Special Envelope



Pre-Printed Labels



SENDSUITE LIVE™
GLOBAL LOGISTICS MANAGEMENT SOLUTION



SENDSUITE PROCESS – COVER SHEET

1

Double Window Envelope Certified Mail Process

The screenshot displays the 'SendSuite Live' web interface. On the left, a vertical blue bar contains the text 'Ship From' and 'Ship To'. The main form area is titled 'Ship To' and includes the following fields: 'ship to search' (with a dropdown arrow), 'attention', 'company', 'address' (multiple lines), 'city state zip' (with separate boxes for city, state, and zip), 'country' (a dropdown menu currently showing 'UNITED STATES'), 'phone', and 'email'. Below these fields are three checkboxes: 'residential address', 'send email notification to recipient', and 'save as new address book entry'. To the right of the 'Ship To' form is a vertical blue bar with the text 'Favorites and Recent Recipients' and 'Method'. Further right, there are fields for 'favorite name' (with a dropdown arrow), 'favorite description', and 'recall existing requisition' (with a dropdown arrow). There are also buttons for 'Clear', 'Recent Recipients', and 'Reprint Requisition'.

Enter, import or select
destination address
information

PB SENDSUITE COVER SHEET OUTPUT



PB SENDSUITE PREPRINTED LABEL

2

Pre-printed PB Supplied Certified Mail Process

Processing steps:

User applies Pitney Bowes' pre-printed Certified Label to mail piece or Box

Customer Information and Certified Article number is entered or scanned in to SendSuite Live



NEOPOST METER SOLUTION



Workflow at Meter. Limited Web Information.

NEOPOST COVER SHEET SOLUTION



ConnectSuite

NEOPOST CONNECTSUITE

DOCUTRANSFER[®] CERTIFIED MAIL[™]

User:

Password:

Login Clear

DOCUTRANSFER[®] CERTIFIED MAIL

MAIL JOBSSEARCHSETTINGSLOGOUT

Company:

Job Id	Session Id	Description	Status	Piece Count	Actions
0000000038	20130228084533	Jon's Plug-in Test	USPS Accepted	241	PiecesReportDelete
0000000030	20130221-105950	TestJob	USPS Accepted	1	PiecesReport

Refresh

NEOPOST CONNECTSUITE

Search

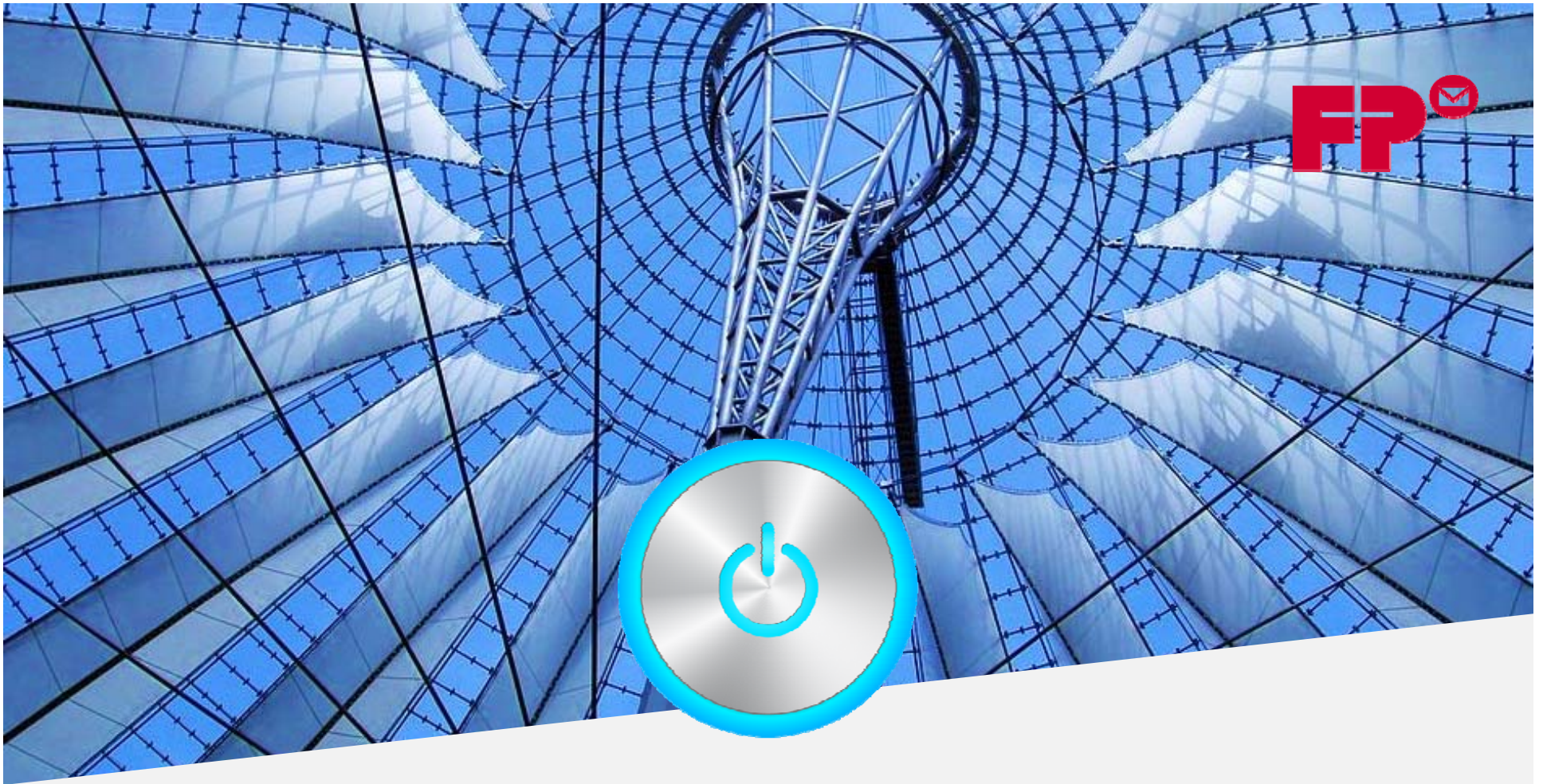
Certified Mail Jobs

Job ID	Type	Action	Description	Piece Count	Status	
00000505	eCertified	Upload	DMLITE Test	3	Accepted	09-

- Submit Certified Mail Job
- Delete Certified Mail Job
- Refresh
- Certified Mail Website

Presort Mail Jobs

Job ID	Type	Action	Description	Piece Count	Status	
00000505	eCertified	Upload	DMLITE Test	3	Accepted	09-
00000504	eCertified	Upload	DMLITE Test	3	Errors	09-
00000503	eCertified	Upload	DMLITE Test	3	Accepted	09-



For more information about FP Elite please contact:

Mark Evanoff, National Sales & Product Marketing Manager – Mailing Solutions

 **630-827-5703**

 **mevanoff@fp-usa.com**