



*Thank you for participating in the*

## **February Web Learning Event**

**Join the audio conference by phone:**

- 1) Dial **1.860.970.0010\***
- 2) Enter Access **Code 338-226-988 #**

\* Long distance charges may apply.

**If you did not pre-register, you may register your participation and receive a PDF copy of [It's Your Mail Center What Else Can You DO?](#):**

Email Jud Thurman at [jud.thurman@airmail.net](mailto:jud.thurman@airmail.net) to register your participation in this webinar. Please provide your name, company, and full contact information so we can record your participation. (If you have additional people participating in the webinar on a single computer, provide all names and contact information.) Your confirmation will be sent tomorrow afternoon.

# IT'S YOUR MAIL CENTER WHAT ELSE CAN YOU DO?

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MSMA Webinar

February 19, 2015

# Welcome and Introductions

Presented by:

- Pat Ring, Associate Director, Mail Services, Boston University Medical Center
- Betsy Shortell, Director, Harvard University Mail and Distribution Services



“How do we make ‘them’  
know that we are worth  
more?”

# Be Experts!

- Stay on top of changes in the industry
- Make sure you and your staff know what you're talking about
- Education
- Look it up! Research!

# Know Your Business

- DMM
- Notice 123
- International Mail
- Hazardous Materials
- All Shipping Options- - -FEDEX-UPS-DHL

# Evaluate Resources and Workload

- Employee Schedules
- Pick-ups From Post Office
- Volume Measurements
  - Mail Make-up Has Changed
- Sort Schemes
  - Still Valid?
- Employee Skills



# Analyze Mail Flows

- Things have changed at the Postal Service
  - Service Standards have Changed
  - Processing Locations have Changed
  - When You Receive Your Mail May Have Changed
- Has This Impacted The Service You Provide?

# Find Weaknesses

- Lack of Training
- Lack of Cross Training
- People in Wrong Place at Wrong Time
- “We Have Always Done It That Way”
- Double Handling
- Customer Dis-satisfaction

# Chase Complaints

- Listen To What They Are Saying
  - Customers and Employees
- Problems Are Opportunities
- Fanatical Follow-up
- Attack your critics!
  - Give Them Options & Solutions
  - Turn Them Into Believers

# Join Groups

- MSMA
- PCC
- NACUMS
- Regional C&U Associations

# The Power of Certifications

- Proof of Expertise
- Credentials that make you stand out
- Can be added to job descriptions
- Resume builders

# Employee Appearance

- Do They Look Like The Monkey's Uncle?
  - Neat and Presentable
  - In Uniform
  - Polite, Positive and Helpful
  - Professionals offering professional service
- “Ladies and Gentlemen Serving Ladies and Gentlemen”\*\*

\*\* Ritz Carlton

# Track KPI's

- What are your KPI's (Key Performance Indicators)?
  - Know the difference between SLA's and KPI's
    - SLA: Measures the service delivery (i.e. how many deliveries per day, time of delivery)
    - KPI: Measures the overall achievement of goals over time (i.e. overall delivery accuracy of 99%, generation cost reductions of greater than \$100,000 annually )
  - Customer Service usually #1
    - Surveys!

# Outsource the Outsourcers!

- Benchmarking
  - Measuring your operation against peers and the industry
    - Mail volume
    - Rates/fees
    - Salaries
- Knowing how you stack up compared to competition
- Are you charging appropriately?



# Partner With The People Who Matter

- Procurement
- Student Organizations
- Finance
- Facilities
- The President/Dean

# Keeping Costs Down

- Eliminate Duplication
- Manage The Workload
  - Volumes vs. Hours
  - Curtail Non-Pref Mail
  - OT – Is It Really Needed?
  - Eliminate Saturdays
  - Offer options
- Delivery Fleet Management
  - Foot vs. Vehicle
  - Vehicle Types

# Add Value

- What Can You Offer?
  - Knowledge!!!!!!!
    - Educational seminars
    - In office training
  - Direct outreach
    - Get out and visit!
      - Is service Ok?
      - What do they need?
  - More with less...
  - The value of keeping work “in-house”

# Make Your Mail Center The Go To

- It's ok if you can't do it all! But, make your center the first place they think of!
  - First right of refusal
  - Expert knowledge of who can do the job
    - Customers remember good service, even if it is a referral
  - Track the work you turn down
    - Might turn into a future business opportunity for you!

# Leverage Technology and Resources

- Get maximum value from your vendors
  - Are you getting what you are paying for?
  - Use your vendors as resources!
- Bring in your experts (on campus resources)
  - Campus IT
  - Procurement
  - HR

**“we just do Mail...”**

# Empower Staff

- Make sure they are in!
- Do They Understand Mail's Whys & Wherefores?
- “Let Me Tell You What I Did!”

# Marketing Ideas

- Giveaways
  - Doesn't have to be expensive
  - Put your logo/branding out there
- Word of mouth
  - Staff!
- Advertise in areas on Campus
  - Student centers
  - Transportation



# HARVARD

CAMPUS SERVICES



## MAIL & DISTRIBUTION SERVICES

CAMPUS MAIL - MAIL FORWARDING - DELIVERY SERVICES  
MAIL CENTER MANAGEMENT

28 Travis Street, Allston, MA 02134  
T 617 496 MAIL (6245) F 617 496 4300  
HUMS@harvard.edu [www.campuservices.harvard.edu](http://www.campuservices.harvard.edu)

We provide the following services to the Harvard Community:

- Mail Delivery/Special Pick Ups • Mailroom Management
  - Mail Metering • Courier Service
  - Bulk Mailings/International Mail Services
- High Quality Poster Printing • Inkjet and Hand Labeling
  - Black and White Reproduction Services
  - Folding/Collating/Kit Making - Specialized Projects
- Postal Data Update Services - National Change of Address
  - Personalized Direct Mail



Printed on Recycled Paper

# 2015

| January |     |     |     |     |     |     | February |     |     |     |     |     |     | March |     |     |     |     |     |     |
|---------|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|-----|-----|-------|-----|-----|-----|-----|-----|-----|
| Sun     | Mon | Tue | Wed | Thu | Fri | Sat | Sun      | Mon | Tue | Wed | Thu | Fri | Sat | Sun   | Mon | Tue | Wed | Thu | Fri | Sat |
|         |     |     |     | 1   | 2   | 3   | 1        | 2   | 3   | 4   | 5   | 6   | 7   | 1     | 2   | 3   | 4   | 5   | 6   | 7   |
| 4       | 5   | 6   | 7   | 8   | 9   | 10  | 8        | 9   | 10  | 11  | 12  | 13  | 14  | 8     | 9   | 10  | 11  | 12  | 13  | 14  |
| 11      | 12  | 13  | 14  | 15  | 16  | 17  | 15       | 16  | 17  | 18  | 19  | 20  | 21  | 15    | 16  | 17  | 18  | 19  | 20  | 21  |
| 18      | 19  | 20  | 21  | 22  | 23  | 24  | 22       | 23  | 24  | 25  | 26  | 27  | 28  | 22    | 23  | 24  | 25  | 26  | 27  | 28  |
| 25      | 26  | 27  | 28  | 29  | 30  | 31  |          |     |     |     |     |     |     | 29    | 30  | 31  |     |     |     |     |

| April |     |     |     |     |     |     | May |     |     |     |     |     |     | June |     |     |     |     |     |     |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|
| Sun   | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun  | Mon | Tue | Wed | Thu | Fri | Sat |
|       |     |     | 1   | 2   | 3   | 4   |     |     |     |     | 1   | 2   | 1   | 2    | 3   | 4   | 5   | 6   |     |     |
| 5     | 6   | 7   | 8   | 9   | 10  | 11  | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 7    | 8   | 9   | 10  | 11  | 12  | 13  |
| 12    | 13  | 14  | 15  | 16  | 17  | 18  | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 14   | 15  | 16  | 17  | 18  | 19  | 20  |
| 19    | 20  | 21  | 22  | 23  | 24  | 25  | 17  | 18  | 19  | 20  | 21  | 22  | 23  | 21   | 22  | 23  | 24  | 25  | 26  | 27  |
| 26    | 27  | 28  | 29  | 30  |     |     | 24  | 25  | 26  | 27  | 28  | 29  | 30  | 28   | 29  | 30  |     |     |     |     |
|       |     |     |     |     |     |     | 31  |     |     |     |     |     |     |      |     |     |     |     |     |     |

| July |     |     |     |     |     |     | August |     |     |     |     |     |     | September |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|--------|-----|-----|-----|-----|-----|-----|-----------|-----|-----|-----|-----|-----|-----|
| Sun  | Mon | Tue | Wed | Thu | Fri | Sat | Sun    | Mon | Tue | Wed | Thu | Fri | Sat | Sun       | Mon | Tue | Wed | Thu | Fri | Sat |
|      |     |     | 1   | 2   | 3   | 4   |        |     |     |     |     | 1   | 1   | 2         | 3   | 4   | 5   | 6   |     |     |
| 5    | 6   | 7   | 8   | 9   | 10  | 11  | 2      | 3   | 4   | 5   | 6   | 7   | 8   | 6         | 7   | 8   | 9   | 10  | 11  | 12  |
| 12   | 13  | 14  | 15  | 16  | 17  | 18  | 9      | 10  | 11  | 12  | 13  | 14  | 15  | 13        | 14  | 15  | 16  | 17  | 18  | 19  |
| 19   | 20  | 21  | 22  | 23  | 24  | 25  | 16     | 17  | 18  | 19  | 20  | 21  | 22  | 20        | 21  | 22  | 23  | 24  | 25  | 26  |
| 26   | 27  | 28  | 29  | 30  | 31  |     | 23     | 24  | 25  | 26  | 27  | 28  | 29  | 27        | 28  | 29  | 30  |     |     |     |
|      |     |     |     |     |     |     | 30     | 31  |     |     |     |     |     |           |     |     |     |     |     |     |

| October |     |     |     |     |     |     | November |     |     |     |     |     |     | December |     |     |     |     |     |     |
|---------|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|-----|-----|
| Sun     | Mon | Tue | Wed | Thu | Fri | Sat | Sun      | Mon | Tue | Wed | Thu | Fri | Sat | Sun      | Mon | Tue | Wed | Thu | Fri | Sat |
|         |     |     |     | 1   | 2   | 3   | 1        | 2   | 3   | 4   | 5   | 6   | 7   | 1        | 2   | 3   | 4   | 5   |     |     |
| 4       | 5   | 6   | 7   | 8   | 9   | 10  | 8        | 9   | 10  | 11  | 12  | 13  | 14  | 6        | 7   | 8   | 9   | 10  | 11  | 12  |
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| 25      | 26  | 27  | 28  | 29  | 30  | 31  | 29       | 30  |     |     |     |     |     | 27       | 28  | 29  | 30  | 31  |     |     |
|         |     |     |     |     |     |     |          |     |     |     |     |     |     |          |     |     |     |     |     |     |

- New Year's Day - Thursday, Jan. 1, 2015
- Martin Luther King, Jr.'s Birthday - Monday, Jan. 19
- President's Day - Monday, Feb. 16
- Memorial Day - Monday, May 25
- Independence Day (observed) - Friday, July 3
- Labor Day - Monday, Sept. 7
- Columbus Day - Monday, Oct. 12

- Veterans Day - Wednesday, Nov. 11
- Thanksgiving - Thursday, Nov. 26
- Friday after Thanksgiving - Friday, Nov. 27
- Christmas Eve 1/2 day - Thursday, Dec. 24
- Christmas Day - Friday, Dec. 25
- Winter Recess - Dec. 28 to Dec. 31

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UNIVERSITY  
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Department: Class Report Office  
124 Mount Auburn St., 6th Floor  
Cambridge, MA 02138  
Contact: Emily Carson  
Telephone: 617-495-2696

COE Project: 85595  
Doc Date: 4/28/2014  
Job Name/Title: class of 1979 - 35th book

LABOR: 33 DIGIT CODES  
610-56083-8700-000001-780779-0000-000000 06-2014

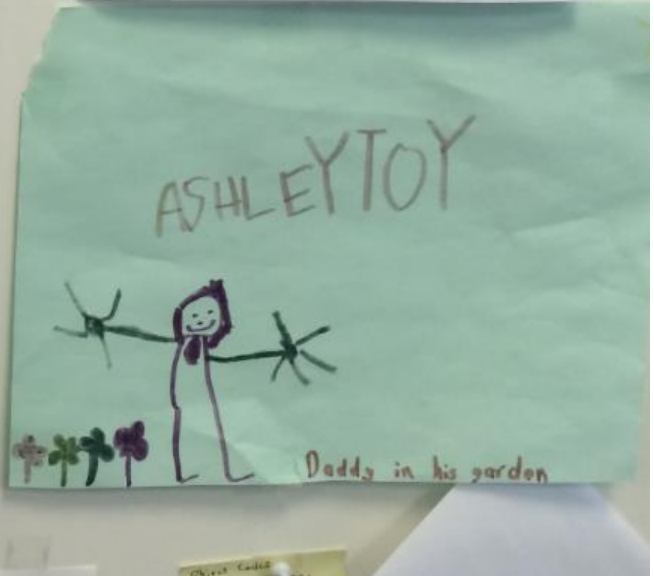
| CATEGORY     | FUNCTION            | QUANTITY | SETUP   | PER PIECE | TOTALS | REVISION |
|--------------|---------------------|----------|---------|-----------|--------|----------|
| Regular Copy | Copy 1 side wrapper | 840      | 40.0000 | 0.0430    | 72.88  | 8700     |
| cut          |                     | 842      | 20.0000 |           | 20.00  | 8700     |
| quote        |                     | 1894     |         | 0.4515    | 790.33 | 8701     |
| classic tags |                     | 1894     |         | 0.1300    | 246.81 | 8700     |
| other        | Palet               | 3        | 35.0000 |           | 105.00 | 8700     |

Reg Copy: 0.00 Custom Print: 0.00 Labor: 1271.81 Labor and Materials: 1271.80

| CATEGORY      | RATE CLASS  | NUMBER OF PIECES | PRICE PER PIECE |          |
|---------------|-------------|------------------|-----------------|----------|
| DOMESTIC      | Permit 1338 | 7911             | See Permit      | \$123.70 |
| INTERNATIONAL | USPS        | 79               | 9637394         | \$22.78  |

Postage Amount: \$734.40  
Total: \$706.84

100  
70  
35  
H.R. 100



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# Harvard Examples

- Library Courier
- Technology Products Courier
- Courier for ticket office
- Storage for events
- Records Management
- Office moves
- Online tracking system
- Printing
- Web to print application

# Boston University Examples

- Budget help/physical space allocation
- Pick-ups for a fee
- Lab couriers
- High priority placards
- HIPPA Lady

**Mail Makes the Business Run!**

Questions?

# Contact Us:

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[betsy\\_shortell@harvard.edu](mailto:betsy_shortell@harvard.edu)
  
- Pat Ring  
[pring123@bu.edu](mailto:pring123@bu.edu)



# Our Next National Webinar

- Join us on April 16, 2015 for our next national educational webinar
- **Dealing with the Elephant in the Room**
- **Speaker: Floyd Creecy**
  - National NOAA Mail Manager
  - Landover, MD