

# Bringing Mail In-House



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BCC Software

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## Bringing mail in-house: why it's a good idea.

Do you handle your mailings in-house, or do you outsource to a third party? How did you decide which direction to go in? Insourcing or outsourcing services is always a consideration for any company regardless of industry, but with mailings specifically, what makes more sense?

First things first, when considering insourcing versus outsourcing your mailing process, it's important to realize what your strengths and challenges are and ask yourself how your current mailing process is impacting these. Investment is also a major consideration, and while outsourcing can sometimes be more affordable for certain parts of the supply chain, investing in bringing your mailing in-house can benefit your company more in the long run.

Automating your workflow with the right tools allows jobs to run 24/7 and requires little to no manual interference.

## The benefits of in-house mail.

**Save time and money:** Many companies outsource services because they don't have the team or resources internally to effectively perform these parts of their operations. That's a great option for some services. For your mailing workflow, investing in a third party to handle mail doesn't necessarily save you time and money. With simple to use, advanced capabilities found in mailing software, including automation, you don't need extra labor or overtime hours to get jobs out the door. Automating your workflow with the right tools allows jobs to run 24/7 and requires little to no manual interference.

**Take control of your operations:** While outsourcing could take some stress off your plate, it does limit how much control you have over that part of your business operations. Producing all mailings in-house allows you to completely control the speed and quality in which jobs are completed. Your company also has a number one priority – your company and its customers. If you outsource your mailings, you lose that focus, as the third-party company likely has many customers and cannot make one its top priority. Plus, there is always the risk of integration or IT issues between the two companies, and it's out of your control how quickly these can be resolved.

**Expand your offerings:** As your business grows, so do your internal needs, and also the services and features you may be able to offer customers. For example, you can enhance your workflow with automation, decrease returned mail with address quality solutions, and gain visibility into the mailstream with mail tracking capabilities. By using one, complete solution in-house, your existing team will be able to do all of this.

While the investment might be greater in the beginning, insourcing your mailing operations will pay off in the end.

In fact, if your print shop outsources even 5,000 pieces per month, the investment in mailing software can pay for itself in under a year.



## Key things to consider.

Depending on the size and focus of your business, bringing your mailing operations in-house might be the best fit for you. If so, insourcing mail may allow your company to:

- Drastically save time and money.
- Have full control of your operations.
- Expand your offerings to customers while maintaining product and quality expectations.
- Always put your customers first.

So, now that you've decided to bring your mailing operations in-house, you might be asking yourself where to start. First things first, you need to procure the software that best fits your business.

Choosing a trusted company that has a strong customer support team will help ease the transition and make training easy.

## Choosing the right mailing presort software.

Acquiring and implementing a new software into your workflow can be a big undertaking, so it's important to choose an option that best suits you. With multiple avenues to explore, how do you know what's right for your particular business?

- **Training:** Training your team to use this new software is going to be a major factor on how smooth the transition of bringing mail in-house goes. Setting your team up for success in this way will make for a seamless integration, which is why it's essential to choose a software provider that can support the on-boarding process and training your team. Look for a company that understands the industry, has available customer support representatives, and offers various training opportunities.
- **Robust Offerings:** Choose a software provider that offers robust services to fit your business now, and can be adapted to your changing business needs in the future. Consider if you need multiple licenses for your team. Have you thought about the impact that automation could have on your workflow? It's important to invest in a software provider that can grow with your company.
- **Data quality tools:** Getting mailing jobs ready to go and out the door is essential to enhance your overall operations and propel your business. Reducing Undeliverable as Addressed, or UAA, mail will not only impact your company, but your customers as well. The right data quality tools will ensure address lists are up to date with the correct addressee information, ultimately reducing UAA mail and saving money and resources.
- **Expert support:** Transitioning to a new mailing software or completely revamping your operations by bringing mailing in-house after it's been outsourced is a major change for your company. Even after initial training has taken place, it's essential to have a strong support team behind you. Choose a software provider that has seasoned professionals ready to help you, whether it be new data quality solutions or software add-ons you are implementing into your workflow, a particular job for a customer, or onboarding new employees.

BCC Software's Customer Support team is comprised of experts in both our software and in mail. In fact, 100% of our Customer Support Representatives are Certified Mailpiece Design Professionals, giving you the expertise you need for success.

## The importance of offering data services.

We've gone through some of the reasons why bringing mail in-house is a good idea, plus discussed some of the things you should consider when you're choosing a software that can handle your new mailing operations. We recognize, however, that there's another consideration: now that you have brought mailing in-house, how do you differentiate yourself from the competition? Answer: consider adding value to your customers' mailings by offering data services that can help limit their Undeliverable As Addressed – or UAA – mail.

Offering data services can represent a shift in thinking for many printers when they bring mailing services in-house. Traditionally, if your print shop is paid on a per piece basis, whether the piece makes it to the intended recipient's mailbox is a secondary consideration – if it's a consideration at all. The reality, however, is that UAA mail should be a consideration for everyone in the mail supply chain – from marketers to printers and beyond.

Your customers do not pay you simply to send their mailings. They pay you to deliver their message.

According to the USPS®, there are approximately six billion mailpieces that are UAA each year – at a cost of more than \$1 billion in excess postage per year. With your new in-house mailing capabilities, if you can help your customers save themselves some portion of that excess postage – plus your printing costs – it will serve to differentiate your shop from your competitors.

So, how can UAA mail be reduced? There are myriad data quality services that can be leveraged through your mailing presort software provider. Depending on what your customers' needs are, it may be appropriate to offer one, or even multiple options in order to ensure their lists are as complete, correct, and current as possible. For example

- **NCOALink®:** NCOALink is a USPS® service that contains the names and addresses of individuals and families that have filed a permanent change of address. With 12% of the population of the United States moving each year, NCOALink helps guard against lists becoming out of date.

Unfortunately, of those individuals and families that move, 40% are never reported to the USPS. So while NCOALink is a good start to ensuring that a customer's mailing list is up-to-date, it doesn't need to be the only weapon in your arsenal for combating UAA mail.

- **PCOA:** An industry sourced database, PCOA contains information about moves that come from magazine subscriptions, credit card companies, and utilities. Think about it: even if someone doesn't let the USPS know that they've moved, chances are better they will update their subscriptions. Leveraging PCOA enables you to capture those moves and update your customers' lists accordingly – ensuring that mailpieces are not just mailed, but reach their intended target.

These are just two of the multiple data quality services that can be leveraged in conjunction with your CASS™ certified presort software to ensure that your customers' data is accurate. By utilizing comprehensive data quality services from providers like BCC Software, you and your customers will save money and reduce waste – and ultimately deliver more effective and impactful campaigns that drive results.

BCC Mail Manager™, BCC Software's flagship USPS®-certified address quality and mailing preparation software, is relied on by thousands of companies to improve deliverability, maximize postage discounts, and enhance their overall workflow. Backed by a team of certified USPS Mailpiece Design Professionals who offer live support, BCC Software is the smart choice in postal software.

If you have questions about data quality, UAA mail, or how to bring mailing in house to your print shop, contact BCC Software at [marketing@bccsoftware.com](mailto:marketing@bccsoftware.com) or (800) 337 0442.



BCC Software creates innovative postal software solutions and provides extensive data marketing services for thousands of customers across the United States. The company was founded in 1978 and is headquartered in Rochester, NY with offices in Seattle, WA and La Crosse, WI. More information on BCC Software can be found at [bccsoftware.com](http://bccsoftware.com) or by calling 800.337.0442.

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