



## CUSTOMER SPOTLIGHT

### Moses Cone Health Systems

Wayne Fields knows just about everyone at Moses Cone Health Systems.

It only takes a few minutes walking the halls of the medical center's sprawling Greensboro campus for this to become abundantly clear: nearly everyone greets Wayne by name, and most thank him for various duties he's performed as Moses Cones' long-time Mail Center Manager.

"I've been working with mail for almost 50 years," Fields says. "I worked at the Post Office for 21 years before leaving in 1987. At one point in time during my career there, I knew the first three digits of the zip code for every major city in the United States. After I left, I worked as a mail clerk at Women's Hospital in Greensboro for a few years before coming to Moses Cone. I've been here ever since."

Back when Fields started at Moses Cone, hospital officials were not aware of the First Class postage discounts available to organizations that presorted their mail. Fields worked diligently to determine the volume of mail Moses Cone generated on a daily basis. After researching various pre-sort service providers throughout the Piedmont Triad, Fields decided to partner with Excalibur.

"In my first year working with Excalibur, we saved Moses Cone Health Systems around \$84,000," Fields recalls. "\$40,000 in postage discounts and another \$40,000 in postage equipment that we sold because we no longer needed it working with Excalibur. Dennis Barry, who used to be the CEO here at Moses Cone, wrote me a personal letter thanking me for the money I'd saved working with Excalibur."

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mailers (*see Industry News*). After consulting with Excalibur, Wayne decided it was important to implement his Move Update strategy now, rather than wait until penalties were assessed.

"I've had many of Excalibur's competitors try to come and see me to get our business, and I always tell them point-blank the same thing: I'm happy working with Excalibur and the services they provide me," Fields explains. "They have an incredible amount of knowledge of the postal system and how it works. Every time I call, I get the answer I'm looking for. When I want something, I don't want it a minute after I hang up. I want it right this second while I'm talking to you, and Excalibur has never let me down after all these years working together. Their customer service is excellent."



# Why Presorting Makes Sense

*Jeff Yudkin, Direct Marketing Club of New York*

At a time when budgets are being closely scrutinized, we are all looking for ways to reduce spending while keeping our customers satisfied. Whether you are mailing invoices, account statements, direct marketing materials, or similar types of mail pieces, cost effectiveness, accuracy, and on-time delivery are critical success factors. To achieve these goals, you can turn to presort service providers for assistance.

Partnering with a presort service provider is an easy way for you to capitalize on maximum postage discounts while processing your mail quickly and efficiently. In addition, many presorters also offer a wide range of value-added services that help you improve your operations.

In order to accurately process mail and integrate it into the mail stream, presort service providers rely on leading edge postal automation technology. Using the same high-speed sorting machines and recognition systems as the United States Postal Service (USPS), presorters can automatically read addresses, spray barcodes (if necessary), and sort mail to the finest destination zip. Once sorted by zip, the mail is put in trays and presented to the USPS for mailing at a discounted rate.

Currently, to obtain significant postage discounts, a mailer must have at least 150 pieces of mail destined for a specific 3- or 5-digit zip code. For individual mailers, this is not always possible to achieve. By combining mail from several mailers, a presort bureau has a better opportunity to reach the 150-piece USPS minimum, increasing the range of discount for all of its customers.

Moreover, presorting the mail does not delay the mailing, it speeds up the process due to zip sortation. In essence, the preliminary work, usually handled by the USPS, is instead done by the presort provider. Through this cooperative work-sharing program, the USPS reduces the number of times it must handle the mail and ultimately moves it more quickly through its internal processing and delivery system.

Simply put, the presort bureau works the first steps of mail sortation in the same way the USPS would have to. That's why they can offer the discount without sacrificing mailing time efficiency. In fact, many mailers find that using a presort bureau can actually expedite mail delivery. This can be especially true with Standard rate mailings.

Presorting for postage discounts is a relatively young concept. Over the last ten years, postal automation technology has continued to improve. Mail processing equipment is faster, optical character recognition systems are more accurate, and computer programming is more efficient, thus allowing a wider range of mail to qualify for postage discounts. The newest technologies are capable of reading and barcoding handwritten mail, flat mail, First Class, and Standard.

Even more challenging mail pieces-such as catalogs, annual reports, company prospectuses, and similar materials-can now benefit from the presorting process. Traditionally, this flat mail has required longer processing times and higher mailing costs. To reduce these pressures, several presort providers offer services that can reduce the postage of flats by up to 25% of the First Class postage rate by combining Standard rates with Priority mail.

The delivery time for this mail approaches the average delivery time for First Class flats because it is drop-shipped via Priority Mail directly to the destination USPS mail processing facility, thus allowing mailers to earn maximum discounts on flat mail.

In addition to presorting mail, presort providers often offer additional services that save mailers time, reduce costs, and provide better customer service. Many mailers benefit from services such as automatic address correction, a method of using postal automation technology to identify and correct invalid addresses before the mail piece is sorted and sent to the USPS for processing. Address correction not only improves mail deliverability, but also minimizes wasted postage and mail piece production costs.

Other value-added services may include data entry and documents conversion assistance that is cost competitive, faster, and more secure than traditional alternatives. As opposed to most data capturing operations, presort facilities now use the same imaging technology and automated processing equipment currently used to sort mail to handle their customers' data capturing requirements.

Regardless of your mail volume and frequency, partnering with a presort service provider can help you maximize your operations and add value to your bottom line.

# MAILROOM SERVICES

## Daily Pick-Ups • Same-Day Turnaround • Postal Discounts

If you could save up to a dime on every piece of mail you sent, increase workplace productivity and cut operating expenses by tens of thousands of dollars a year, would you do it?

For more than 35 years, Excalibur has earned a reputation as a national, award-winning postal partner serving FORTUNE 500 corporations, regional businesses, and government entities.

With the cost of maintaining a typical in-house mailroom at approximately \$8,000 per month for both equipment and personnel expenses, companies are increasingly outsourcing some or all of their internal mailroom operations in an effort to tighten their focus on their core business activities and manage their expenses more prudently.

Excalibur can tailor a service to meet your specific needs, whether it's a fully outsourced mail service or assistance with one or two mailroom components.

- Printing
- Addressing (ink jet, laser, digital)
- Metering (letters & flats)
- Inserting
- Postage Discounts (typed & handwritten mail)
- Address Correction Service

If you'd rather handle printing and inserting internally, we will pick up your mail based on a pre-set schedule and ready it for the post office. Regardless of how much of the process we handle, Excalibur can pre-sort your mail to achieve significant postal discounts that save you thousands of dollars on an annually basis!

## INDUSTRY NEWS

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### USPS Delays Move Update Fines

The US Postal Service will delay implementation of the Standard Mail Move Update noncompliance charge from May 11 to January 4, 2010, in a notice filed with the Postal Regulatory Commission.

“Delaying implementation allows extra time to provide our Standard Mail customers with additional feedback from our new postage verification systems, but does not relieve mailers of their obligation to comply with the Move Update standard if they intend to claim automation or presort prices,” said the USPS.

The new Move Update verification procedures will not be used to assess additional postage for First-Class Mail or Standard Mail at the time of mailing until January 2010. However, customers are still required to comply with the Move Update standards.

Beyond the new regulations, updating your databases on a regular basis reduces waste and ensures that more of your mail is delivered to the right recipient.

Since MoveUpdate was introduced, Excalibur has worked with organizations large and small to determine the address update method that both satisfies the expanded requirement and offers the best value for customers. Contact us today to find out which approach is best for your organization!

***“Delaying implementation allows extra time to provide our Standard Mail customers with additional feedback from our new postage verification systems, but does not relieve mailers of their obligation to comply with the Move Update standard if they intend to claim automation or presort prices.”***

For more information on Move Update, please visit the Resources page on our website at <http://www.excaliburmail.com/images/resources/Move%20Update.pdf>.

**Excalibur Direct Mail/Marketing Services**  
4820 Bethania Station Road  
Winston-Salem, NC 27105  
Phone: (336) 744-5000  
Fax: (336) 767-8257  
www.excaliburmail.com

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## Postage Increase

On **May 11**, a first-class stamp will go up by two cents to 44 cents, marking the sixth price hike this decade alone.

Despite this rate increase, direct mail communications continues to be one of the most effective means of reaching people.

### ***Other rates set to rise May 11:***

- A postcard stamp will be 28 cents, up from 27 cents.
- The first ounce of a large envelope will be 88 cents, up from 83 cents.
- The first ounce of parcel post will be \$1.22, up from \$1.17.
- The first ounce of first-class mail to Canada will be 75 cents, up from 72 cents.
- The first ounce of first-class mail to Mexico will be 79 cents, up from 72 cents.
- The first ounce of all other international first-class mail will be 98 cents, up from 94 cents.

