



UNDER the SHELL

MONTHLY NEWS FOR SAVVY MARKETERS

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Full Service Takes a Break Where will you spend YOUR Full-Service windfall?

We can't help but think about Charlie Brown and Lucy. "Honest, Charlie Brown! I'll really hold the ball this time!"

But Lucy always pulls the ball away just before he kicks – and with a loud "Auggggh!" Charlie Brown is on his back again. Maybe next season he'll get to kick that ball. That's how it feels with Full-Service this year. You spent thousands of dollars and maybe hundreds of hours getting ready to comply so you could keep your automation rates, and at the last second the USPS pulled that particular football away.

Frankly, we believe the USPS and the direct mail industry should be breathing a collective sigh of relief – Full-Service has a number of inherent problems. Maybe they'll try again next year – we'll see.

Still, you now have a lot invested in Intelligent Mail, and there are some positive returns you can get from that investment. Maybe SnailWorks can help.

Here are some of the positives that come from all of your work and investment:

- You've gotten really good at printing Intelligent Mail barcodes – you can use them to track mail – USPS scan rates at the piece level have never been better.
- You've probably grown accustomed to creating and editing Mail.Dat files. This will increase your options for co-mailing, co-palletization, and other alternative mailing methods that may save your clients postage money and give you another revenue opportunity. Don't let that data go to waste!
- You've developed methodologies for maintaining unique serial numbers and really know your way around service type IDs and other fun aspects of the IMb. These skills will be helpful in providing additional services to your clients such as mail tracking, coordinated multi-channel campaigns, and ACS services.
- You may still want to choose Full-Service for certain jobs where you see significant opportunities for ACS. Cost-wise, that is probably the most significant opportunity for Full-Service.

With the Full-Service mandate withdrawn, mailers can now choose to use Full-Service when it makes sense, and not use it when it doesn't. One attractive feature to Full-Service is free ACS updates. If you are mailing a house or customer list that you suspect may have a large number of "hits", Full-Service may be a good option. If on the other hand you are using an outside list or a well maintained house list, then there is little motivation to request ACS data, and the FS discount of (\$.001/piece) is unlikely to justify the additional expense of preparing a Full-Service mailing.

So, if you are a mail service provider, your efforts in preparing for Full-Service open up some nice opportunities for you:

1. Offer mail tracking services to your customers – USPS has them expecting it, and you can provide it affordably using SnailWorks services;
2. Offer expanded trucking and co-mailing services – you've got the data, and you can use SnailWorks Mail Tracking to prove delivery;
3. Offer expanded ACS services where it makes sense – you can choose to use Full-Service or Basic, whichever makes sense for each project. Our experts at SnailWorks can help you choose, and help you manage your ACS data.

You have invested a lot in getting ready for mandated Full-Service. Now you've got a burden lifted from your shoulders. Put that investment and energy to good use by leveraging the good things about Intelligent Mail and providing your clients better services, and yourself new revenue opportunities.

Happy Holidays! Holiday message approved by senior SnailWorks management

Using sophisticated internal survey systems developed in SnailWorks super-secret product development lab, we have learned that 100% of the staff and management at SnailWorks are wishing our clients a great holiday season. Without exception, it was discovered that all members of the SnailWorks team were wishing our clients, friends, and associates a wonderful New Year as well.

SnailWorks on the Road! Meet the Snail in person!

January 14 – Big Bend PCC, Tallahassee, FL
February 27 – Florida Direct Marketing Association - Miami, FL
March 16-19 – National Postal Forum, Washington DC
March 23-25 – AFP International Conference on Fundraising – San Antonio, TX

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