

POSTAL NEWS

No. 58/2011

**Formulated by UNI-Japan Post in cooperation with UNI-Apro,
ASPEK Indonesia and SPPI**

- 1. 3 Ideas to Help Cut Postal Costs. May 2, 2011.**
- 2. Postal service might be stamped for consolidation. April 30, 2011.**

1. 3 Ideas to Help Cut Postal Costs

MAY 2, 2011 |

By Isha Dandavate, BusinessNewsDaily Staff

The Internet may be cutting down on how much consumers use postal mail, but businesses still rely heavily on the post office for shipping packages and mailing marketing materials. Unfortunately, rising gas prices are driving delivery prices through the roof.

Greg Brown, director of marketing at Melissa Data, offers small business owners advice on how to cut their mailing costs.

"Any time rates go up, businesses need to re-evaluate their current practices and look for ways to install efficiency," said Brown. Melissa Data provides smacost-cutting-postage-greg-brownll business owners with software and tools to streamline their databases.

"De-duping" is one way to get rid of inefficiency. Sometimes businesses record their customers' address and contact information in multiple ways, resulting in duplicate records for one customer.

"We see about eight to 10 percent duplicate records in an average database, many of which are hidden," said Brown. By sifting through records and removing duplicates -- known as de-duping -- businesses can avoid sending mailings or correspondence to the same customer twice.

Another common problem is with address correction -- whether it's a customer who moved last month or an employee who copied the address incorrectly, shipping to an incorrect address can be an expensive mistake. "The cost can range from \$10 to 25 per package," said Brown. According to Brown, approximately 44 million Americans move each year, so address data becomes outdated fast.

Finally, Brown suggested grouping shipments by neighborhood or area to get a bulk mail discount.

"You get an incredible discount by identifying mailings by postal route," he said.

2. Postal service might be stamped for consolidation

Danielle Emerson

12:00 PM

Apr 30

2011

What's the cost of progress and "going green"?

For the U.S. Postal Service, it's a killer.

The ever-growing use of electronic communication such as email, Facebook and the like has slowly but steadily chomped away at paper communication.

Paper mail, of course, is the lifeblood of the postal service.

"The entire business model was built on the assumption that first-class mail would grow 3 to 5 percent each year," said Victor Dubina, a U.S. Postal Service spokesman. "First class mail is declining anywhere from 6 to 10 percent a year.

"We're now processing stamps at early 1960s levels," he said. "The fall is attributed to electronic communications."

The postal service's processing and distribution facility in Mansfield, which serves the post office in Sandusky, is planning a study to determine if it should consolidate operations with the Columbus and Cleveland facilities.

While the move could save money, it still won't get the U.S Postal Service's budget out of the red.

Nationally and locally, the postal service has watched its total mail volume fluctuate from 2000 to 2006, then decline steadily since.

The nation's mail volume dropped by 20 percent in the past three years, from more than 210 billion pieces in 2007 to about 170 billion in 2010.

"Given our financial situation -- and we have a lot of these studies going on nationally -- the pressure is there to get it completed as soon as possible," Dubina said of the study.

000

Collected by Chairul Anwar, Bandung, Indonesia.

*E-mail address : chairulanwar49@operamail.com; chairulanwar49@myopera.com
uyungchairul@plasa.com; chairulanwar49@gmail.com*