



# Returns Management

Turn physical mail into digital insight

Returned mail costs businesses money. These aren't just financial or handling costs, they're also the hidden costs of lost sales opportunities, damaged brand reputation, and poor customer experience. But these are costs that can be avoided albeit with a little help and specialist expertise.

## Don't let your mailers go unread

You're sending mail to customers and prospects for a reason. You want your message to be read, information to be shared, intelligence to be gathered, or industry regulations require you to communicate by mail.

## Aim to deliver first time, every time

For many years, we've been helping companies remove the burden of managing their returned mail with the overall aim of delivering their mail and parcels first time, every time.

Whilst eliminating returned mail completely may be an unrealistic expectation, we can help to reduce the overall volume and cost of managing returned mail.

## Get to the source

The most significant reason for returned mail is poor quality contact and address data. Improving the overall quality and accuracy of your customer data will drive down the costs of future mailings.

We'll help you to reduce the cost of returns by converting mailing data into digital data so that your customer data can be updated and the overall quality of your customer data improved.

## From physical to digital for deeper insight

Taking return mail received at one of our data processing centres, we'll capture specified data from each returned item.

Specified data may include items such as contact and address details, URN code or the reason for the return. For [Mailmark®](#) users, we'll capture a broader range of data such as campaign code, invoice number, mailing date and sender's reference details.

Turning physical data into digital format means you'll be in a stronger position to gain deeper insights from your mailing data. Or, you may want to use our [Insight Services](#) for more detailed customer analysis and profiling.

## Clean, enhance, update to improve data quality

Once the data is in digital format, we'll either pass it directly back to you, or we'll go even further with our [Data Cleansing](#) and [Data Enhancement](#) services before returning your data to you with added intelligence and insight.



For mailing houses, printers or organisations issuing large volumes of direct mail, our Returns Management data services help you realise the overall benefits of reducing the costs of managing and handling returned mail as well as continuously improving the quality of customer data.

## End-to-end process in 5 easy stages

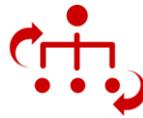
1	<b>Setup</b>	PO Box returns address provided for you to use on mailing items
2	<b>Receive mail</b>	Returned mail received and sorted according to your instructions
3	<b>Data capture</b>	Information from returned mail captured and turned into digital data
4	<b>Digital data</b>	Digital data file provided to update your contact data
5	<b>Mail recycling</b>	Choose for us to securely destroy, store or repatriate physical mail items

### Key features

- Turn physical data from returned mailings into digital format for contact data update
- Daily, weekly, or monthly data feeds via SFTP
- Centralised data scanning, capture and management
- Additional, integrated services available to clean, enhance, append and analyse customer data for deeper insights and to improve data quality

### Key benefits

- Reduce the costs of future mailings
- Receive timely, actionable updates to your customer data and mailing lists
- Improve the overall quality of your customer data
- Reduce the costs of managing returned mail
- Be kinder to the environment by reducing your carbon footprint



## About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

### For more information:

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\*Calls cost 5p per minute plus your telephone company's network access charge. Calls may be recorded and monitored for training and compliance purposes

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