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Resource Map to Help Mailers Navigate Stream of Documents *Intelligent Mail Information Flows on RIBBS Website*

WASHINGTON — Whether taking the leap to sign up for Intelligent Mail services in May, or planning for the future, business mailers are sure to find “A Resource Map to Intelligent Mail Documents” a good place to start.

Available on the Postal Service’s RIBBS website (ribbs.usps.gov), the resource map lists and describes an array of Intelligent Mail guides, specifications, and manuals that will make it easier for customers to take full advantage of the suite of Intelligent Mail barcodes.

Included in the resource map is “A Beginners Overview to Intelligent Mail Services.” This guide provides fundamental information on the benefits of Intelligent Mail services, such as the ability to uniquely track each piece of mail in a mailing. Mailer requirements for using the services, the two service-level options (Basic and Full-Service), how to get started, and where to find additional resources also are explained.

The resource map also references “A Guide to Intelligent Mail for Letters and Flats.” Created to instruct mailers how to prepare mail and electronic documentation, this paper also includes a section on start-the-clock information and automated address correction, both free with the Full-Service option. (Pricing for the Full-Service option will be available Nov. 29.)

“Mailers who use the Intelligent Mail barcode with the Full-Service option will be able to use its expanded data capacity to test the effectiveness of different promotions or creative concepts,” said Tom Day, senior vice president, Intelligent Mail and Address Quality. “And with automated address correction, they’ll have the opportunity to update their address lists before they send out another mailing.”

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