



Online EST Updates

Effective January, 2013, Canada Post made changes to their online Electronic Shipping Tools. These changes include the following:

- You will no longer be able to have the same user name for more than one customer number. A separate user name must be created for each customer number you would need in the "Mailed By" field.
- The History/Tracking option was "refreshed" on January 6, 2013. This means previous history was wiped out. Only mailings since January 6, 2013 will appear however previous history is still accessible under Reports in the Online Business Centre.
- The new Statement of Mailing format is slightly different but contains the same information.
- The new Statement of Mailing for Unaddressed Admail combines the Summary of Mailing, Packing Slip and Statement of Mailing. ADS labels have been replaced with new 3-up horizontal container labels. A Detailed Distribution Plan is produced only if you check the box BEFORE transmitting the order. This includes being able to retrieve the Plan using the Current Orders option.
- There are detailed instructions on entering Unaddressed Admail mailings included in this update. The PowerPoint with the instructions can be found at:

<https://www.canadapost.ca/cpo/mc/business/tools/esupdates.jsf?LOCALE=en>

USPS Moving to 5 Day Delivery

The USPS has announced that commencing August, 2013, mail will no longer be delivered 6 days per week. Mail will now be delivered Monday through Friday. Packages will still be delivered 6 days per week and PO Boxes will continue to receive Saturday mail delivery. The cut in service is expected to result in a savings of over \$2 billion per year. Market research has shown that 70% of Americans are supportive of 5 day delivery and the USPS anticipates the 6 month notice will allow mailers sufficient time to adjust to the new schedule.

Deliverable or Not?

This is a follow-up to our November article on invalid addresses (Yikes – Look at all those invalid addresses!, November, 2012). We are frequently asked whether invalid or "uncorrectable" addresses are deliverable so mailers can judge the risk of sending them. If an address cannot be resolved by the software, does that mean the mail piece won't get there? Here are the most common issues we see and our experience on the question of deliverability.

1. **If the address is B2B and the issue is a missing suite number:** These are likely deliverable as long as the street address is valid and deliverable and the company is clearly marked. This might not be the case with some large office towers that use boxes in the mailroom if the boxes are marked with numbers and not the company names. In most circumstances, however, we would feel this address is deliverable.
2. **If the address is B2C and the issue is a missing suite number:** These are likely NOT deliverable unless the unit is in a small building (triplex for example). Generally apartment buildings have many units and identify these by number, not name, for practicality as well as security reasons.
3. **If the address is rural and there is sufficient identifying information** (i.e. PO Box, street address, RR number, name): These are likely deliverable. Canada Post may have a specific piece of information they need to consider the address "correctable" such as a PO Box but most rural post offices and carriers are very good at making sure the mail piece gets to the intended recipient even if the exact information the software requires isn't presented.
4. **Uncoded addresses are NOT deliverable.** Canada Post rejects addresses with invalid or missing postal codes. They cannot be processed through the automated sorting machines nor will staff manually resolve the addresses.

5. **Out of range addresses:** These are a bit trickier but generally are not deliverable. This most often happens B2B but I've seen it with B2C as well. If an address is "out of range" for that street number, it either has a different postal code that cannot be resolved by the software (and therefore is probably on a completely different letter carrier walk) or it receives its mail elsewhere (like a PO Box). These can often be manually resolved but it can take some investigative skills on the computer.

If you have concerns about your invalid addresses, please feel free to contact Kristi Kanitz at Kristi@flagshipsoftware.com. She would be happy to look through your addresses to give you a good idea of where the issues lie so you can assess whether the addresses should be fixed or removed from future mailings.

2013 USPS Price Incentives & Promos

The following is taken from the USPS calendar of proposed promotions and incentives for this year. They are pending approval from the Postal Regulatory Commission (PRC) but are expected to be approved. All promotions now require the use of the IMb and eDoc.

March 1 to April 30, 2013	Mobile Coupon/Click to Call <ul style="list-style-type: none"> 2% postage discount for integrating mail with mobile technology. Registration ends April 30, 2013.
April 1 to June 30, 2013	Earned Value Reply Mail <ul style="list-style-type: none"> Postage credit of 2 cents for each BRM or CRM piece scanned by USPS. Registration ends March 31, 2013.
August 1 to September 30, 2013	Emerging Technologies <ul style="list-style-type: none"> 2% postage discount for use of innovative technologies such as Augmented Reality. Registration ends September 30, 2013.
August 1 to September 30, 2013	Picture Permits <ul style="list-style-type: none"> Discount of 1 cent per piece for First-Class letters and cards and 2 cents per piece for Standard Mail letters and cards. Registration ends September 30, 2013.
August 1 to September 30, 2013	Product Samples <ul style="list-style-type: none"> 5% postage discount on qualifying mail containing product samples. Registration ends September 30, 2013.
November 1 to December 31, 2013	Mobile Buy-It-Now <ul style="list-style-type: none"> 2% postage discount to mailers that can combine mobile technology with mail. Registration ends December 31, 2013.

For more information on any of these promotions, please go to the USPS RIBBS website link below.

https://ribbs.usps.gov/index.cfm?page=mobilebarcode&inf_contact_key=67d50724879f6046071e1b28840acacf5daaa850764cdd2453d755c06d1dd5d4

Customer Newsletter Now available in iAddress™!

You can now access the current customer newsletters as well as the previous ones from the iAddress™ Help menu. Simply click on the Newsletter tab and select from the menu:



Then choose the desired issue and click to read:



Web Training Available

Flagship Software offers web training. If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.

If you wish to be removed from this newsletter list, please email us at newsletter@flagshipsoftware.com or call 1-866-672-0007.