Royal Mail update for Mailmark® software suppliers

Welcome to the December issue of the Software Supplier News update.

I am pleased to be writing again to inform you of most recent developments in our products, specifications and processes. Specifically this issue provides an update on three of our newest services, summarises some changes we have made to some of our presentation specifications, and updates you on the modernisation of Network Access programme.

In the September issue, I highlighted the upcoming Software Supplier Conference. Thank you for attending and for contacting the team since to provide feedback. The conference was important; it was great to meet you all and hear your thoughts on the new developments we are working on. As a result, we will be hosting annual conferences to ensure that we can continue to hear your thoughts and incorporate your feedback into our projects.

If you would like to volunteer to be part of our 'champion group' there is still time to do so. Please ensure that you email sofwareupdate@royalmail.com to register your interest. We will contact those who have registered in **January 2019** with details of opportunities to be involved in, such as early scoping phases of some of the more complex modernisation projects (e.g. web services). Your involvement is really important to ensure that our developments take your requirements into consideration.

I hope you find the information in this issue informative and useful. If you have any feedback please do email us at softwareupdate@royalmail.com.

Yours sincerely,

Luisa Fulci
Director of Regulated Products

90%
of all machine-able letter volumes are from Mailmark items

Content

royalmailwholesale.com

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Partially Addressed

Have you added the new product codes for Partially Addressed™ into your software yet?

We introduced Partially Addressed to help advertisers target mail marketing without the use of personal data of the recipient. The new service has the following features, compared to Advertising Mail:

Lower postage costs
Partially addressed offers a lower cost solution, as we understand that partially addressed mail may have lower response rates to personalised advertising. Prices are 4p per item less for letters and 2p per item less for large letters.

Significantly reduce data costs
As there is no requirement for purchasing advertisers data, you can save around 5-10p per item on average compared to a cold list mailing

Estimated 30% higher reach
For the same budget spend, you can communicate with 30% more households in one mailing than with an advertisers a cold list mailing

For more information on the trial visit royalmailwholesale.com.

Changes to the presentation specifications

Advertisers using Partially Addressed typically sends postcards and single piece mailers. Given the very cost effective price of these services, we have to ensure that we can machine process these items. When we announced the service we therefore required a machineable specification. We have reviewed this since then and found that we can slightly relax the requirements for postcards.

Postcards

We have amended our Partially Addressed Mail Service Trial Terms to make it simpler for customers when sending postcards.

The initial specification set out in the terms required the external dimensions of postcards to be fixed at 210mm x 150mm with a tolerance of ± 2mm. For customers sending postcards, we are now allowing greater flexibility as follows:

Minimum dimensions: 140mm x 90mm
Maximum dimensions: 240mm x 165mm

This increased flexibility applies exclusively to the Partially Addressed Mail service and christmas incentive.

Single piece mailers

Single piece mailers must comply with the specifications set out in our Single Sheet Guidelines which are on our website at royalmailwholesale.com.

We have revised the Partially Addressed Mail Service Trial Terms to make this clearer.

Future web-services

Many customers are asking about web-services. We would be really pleased to hear from you on how you think this could work; e.g. would providing only raw data for non-compliant items be of benefit to you? What systems would the data need to interact with? What do you require from Royal Mail? Let us know your thoughts at:
softwareupdate@royalmail.com

Magazine Subscription Mail Service

As you will know, our new Magazine Subscription Mail Service is launching on the 2nd January 2019.

As a reminder, the service enables publishers to grow their number of subscribers and launch more subscription-based titles, particularly at a time when supermarkets are reducing shelf space available to magazines.

Making use of your barcode software, our high quality service allows publishers to get their magazines to subscribers before the magazine appears on the newsstand.

Following our recent communication to you on this new magazine subscription service, we would appreciate any feedback you or your customers have on this service. If you have any feedback please do email us at softwareupdate@royalmail.com.

Bank Statement Incentive

Are your customers in the banking sector?

We understand that banks are moving to digital communications for bank statements, and as these statements account for 20% of all business mail, we are introducing an incentive for banks to continue to use mail as a communication channel.

The Bank Statement incentive gives a 4% postage credit to any bank who commits to sending at least 97% of their last 12 month annual Bank Statement volume (over a 24 month period).

If you think your customers may be interested, they can find out more at royalmailwholesale.com/bankstatement.

Poll sort

We recently made changes to make it easier for mail producers to produce poll cards. The changes are detailed in Appendix P of the Access User Guide.

These changes enable customers the option to prefix the walk name on the mailing item with the words 'Royal Mail Walk Name' rather than printing a bundle label. We also allowed customers to bundle as a hand-full rather than a restricted limit of 100 items.

We have recently had our first successful access Poll Sort mailing; so thank you to those software providers involved in supporting that.

Moving from poly-wrap to paper

With the war on plastic becoming one of the hottest topics in the sustainability sphere, corporates are rushing to make plastic-reduction pledges in a bid to prove their environmental credentials.

The most readily available alternative is of course paper in the form of envelopes or wraps. Paper wrappings using Mailmark not only fit the sustainability agenda but also attract the lowest postage rates

Do you have any customers who are looking to switch and need software enhancements (e.g. to their barcode creation & printing solution) to accommodate this? Let us know and we may be able to support you with this. Email softwareupdate@royalmail.com with your thoughts on this matter.

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Modernisation of Network Access

Mixing SCIDs

RM Wholesale are continuing to add further wholesale customers to this phase 1 trial. We will also start scoping the solution for mixing wholesale products in containers from April 2019. If you would like to be part of this initial scoping and exciting opportunity to release further cost savings to the supply chain then please let us know and we will set up a session with you accordingly.

Getting to a single source of data

We would like to invite interested software suppliers to talk to us about the adding of non-Mailmark products on to an eManifest. We aim to run a trial of this concept in March 2019. This is a chance to be part of an important step in getting to single source of item level data.

Mailmark Adjustments

RM Wholesale have recently launched our 'Mailmark Adjustments Explained' document to help customers understand Mailmark adjustment codes, and to provide guidance on practical steps customers can take to minimise Mailmark adjustments.

The document overwrites the now former 'Mailmark Adjustment Framework' and, as we received positive feedback from customers who have found the explanations in former framework document of use, we have updated the 'Mailmark Adjustments Explained' document to include explanations on the following:

1. How we calculate DPS and postcode accuracy adjustments
2. The action we take when we receive mail that does not achieve the minimum machine readability rate of 75%.

Following on from recent feedback we hope this information will help answer your customer's questions. To access the updated document please visit royalmailwholesale.com/mint-project/ uploads/453348146.pdf.

Auto-billing in retail

Customers are adopting this Retail process rapidly. RMG now have 54 customers live – each have their eManifests converted into their Sales Orders. Feedback has been very positive. We have created a poster for our customers, if you would like us to send it to you please email softwareupdate@royalmail.com.

Support
If you have any questions please do get in touch with your usual Royal Mail contact or email softwareupdate@royalmail.com