



16 March 2017

Royal Mail Wholesale

4th Floor
185 Farringdon Road
London
EC1A 1AA

WITHDRAWING ACCESS CBC SERVICE

Dear customer,

As a business user of our machineable bulk mail services, you will be familiar with Royal Mail Mailmark®, the intelligent barcode service that provides transparency of mailing performance to all members of the mail supply chain through free, on-line, Mailmark reporting. Since its introduction in March 2014, it is the cheapest Access service you can buy from Royal Mail and the majority of our customers are now benefitting from using it. In January 2017, 84% of all Access barcoded mail handed over to Royal Mail had a Mailmark barcode on it and we project this to grow to 90% by the end of this month.

This is an important landmark. Receiving 90% of machineable mail volume as Mailmark enables us to minimise the number of operational processes in our mail centres which, in turn, helps enhance operational performance. It also means that we are on track to withdraw the CBC service with effect from 1 January 2018.

We first consulted on withdrawing CBC services in May 2015 in the Mailmark Migration Consultation¹ when we sought to understand how the change might affect customers if we were to withdraw CBC from January 2017. Respondents indicated that the main challenges centred on the administrative efforts needed to deploy the Mailmark barcode software. We responded by delaying the withdrawal of CBC for a further year, so any withdrawal would not come into effect until January 2018.

The progress made by customers in switching to Mailmark is fantastic, and we greatly appreciate the support and effort the industry has made in adopting Mailmark. The vast majority of mail producers/mailing houses are now set up to produce Mailmark.

If you are still using the CBC service and would like our support in switching to Mailmark or would like to know about our other bulk mail services, please contact your Access Account Director. We want to hear from you and ensure you have the right information available to make an informed decision on switching to an alternative service that will best suit the needs of your company.

Yours sincerely,

Luisa Fulci
Regulated Products Director
Consumer and Network Access

¹ The Mailmark Migration Consultation 29 May 2015 – 7 September 2015