Royal Mail update for Mailmark® software suppliers

Since its launch in 2014, Mailmark has grown rapidly. We have handled over 13.1 billion Mailmark items and Mailmark now accounts for 90% of all machineable letter volumes at Royal Mail.

In the start-up phase of Mailmark we worked closely with software suppliers who provided us with important insight and specific feedback on key developments. This was key to Mailmark's success and I thank you for it.

I would like to re-create an environment which enables dialogue and feedback, and keeps you up-to-date with the latest developments. To achieve this we propose the following initiatives:

1. **Keeping our records up-to-date.** We need your up-to-date contact details to provide important information to the right people. Please do let us know if your details have changed.

2. **Sending you a regular newsletter to keep you up to date.** We propose to communicate updates through this newsletter every quarter.

3. **Hosting a software supplier conference.** We propose to host an annual event to discuss longer term strategy (details on page 3).

4. **Setting-up a feedback Champions group.** We would like to create a group of champions from our software suppliers and IT support teams to improve our ways of working and trial new things. If you would like to be part of this group let us know using the email below.

In the meantime I hope that you find the information in this first newsletter 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

Modernisation

JIC

Software supplier conference

Service changes

Support

For more information please visit:

royalmailwholesale.com

royalmail.com

royalmailtechnical.com

Modernisation

We are working on some exciting initiatives:

Getting to a single source of data and enabling web services

Our plan is to provide customers with mailing data that they can use to provide value add services to customers. To achieve this we need to get to a single source of data. We recognise this is complex and so are progressing in small steps. We recently launched a trial whereby we bill Mailmark letters directly from the eManifest upload and barcode read.

We are now scoping if it is possible to add non Mailmark items onto an eManifest. This includes manual letters, large letters and parcels i.e. all items.

Visit royalmailwholesale.com for more information on the trial requirements. We will publish the results in the near future.

Mixing Mailmark Supply Chains (Phase 1), Mixing Products (Phase 2) and Mixing Account types (Phase 3) within containers

We are working with customers to reduce costs by allowing mixed containers. Mixing supply chains is the first phase and recently announced a trial to test this. Over the next couple of years we will look to mix products and account types (e.g. Access price plans).

Improving Auto Sales Order Generation (ASOG) (*Retail only*)

We are changing the way customers can select this option. Currently customers can only select to participate at a "participant" level.   This means if the participant has, for example, 10 supply chains then the change applies to all supply chains. We are changing this so that the flag is set at a supply chain level to enable more customers to take advantage of the process. ASOG can only work for customers who have the appropriate support from their software suppliers.

This initiative is in progress.

If you have any thoughts on these initiatives please do email softwareupdate@royalmail.com.

JIC

Mail is one of the largest media channels in the UK, but has never had a recognised audience measurement system. This is why the mail industry worked together to create The Joint Industry Committee (JIC) – recognising that mail is a media channel within its' own right. Did you know that mail stays on average in the home for 7.6 days?

We have created a JIC tool that you can use to view insight like this into the use of mail. To check out the tool, head over to marketreach.co.uk.

Software suppliers have been key to this development by enabling the spare field 1 to be utilised as an opt out field.

We hope that the new findings from JICMail will be able to promote the true value of mail.
For more information, do check out the committee's website at jicmail.org.uk.

Did you know?
Business mail stays in the home for on average 7.6 days

The Software Supplier Conference 2018

We are organising an event in London on 17th September for all software suppliers and IT contacts. We would like to use this opportunity to deep dive into the various initiatives we are running. If you are interested in attending, please do contact us at softwareupdate@royalmail.com by 10th September.

Service changes

We recently launched new products and made changes to existing ones. This required your input:

Magazine Subscription

We recently announced the launch of a new service designed to meet the needs of publishers and to help them grow subscriptions. Customers will be able to post using this service from January 2019.

To use this service we asked customers to send us samples of their publications so that we can check them and approve the publication in readiness for the service launch.

Please see royalmailwholesale.com/news/ for further information.

48-way sort

We announced changes to the number of selections in November 2017. Customers are able to present Access 70 machinable letters to 48 rather than 86 selections.

Customers using 48 way sort will need to adapt their sortation software to amalgamate selections (SSCs) to a single selection at mail centres that have more than one selection using a look-up table.

The 48-way sort selection file is available here: royalmailwholesale.com/access-database-download/

Poll Cards

We announced changes to the Poll Card specifications in January 2018. Customers can use either a machineable Mailmark service to send poll cards or a Poll Sort product.

Customers using the Mailmark service need to adhere to the new machinable specifications and apply a "P" in the Mail Information Type ID, both in the barcode and in eManifest spare field 2.

Customers using the manual Poll Sort service need to sort to walk level and adhere to labelling requirements.

Poll Sort selection files are available here: royalmailwholesale.com/access-database-download/

Polywrap Large Letter Trial

We are working with customers to improve the barcode read rate of Mailmark poly-wrapped large letters. To do this we announced a testing period until 30 June 2019.

To enable this we have asked customers to include a new Mail Information Type ID (F, L or Q – production type dependent) in both the appropriate barcode field and in the eManifest spare field 2.

Further information is available on our website: royalmailwholesale.com/news-archive/

Support

We are setting up a central contact point for all Mailmark enquiries. In the meantime if you have any questions please do get in touch with your usual Royal Mail contact or email softwareupdate@royalmail.com