Separate the return mail facts from fiction to better understand the impact of undeliverable mail

**PERCEPTION**
The mail center is responsible for sending mail back to its point of origin.

**REALITY**
While the mail center is in fact responsible for sending mail back to its point of origin, the return mail process is reactive rather than proactive. The mail center has little to no impact on the customer experience.

**PERCEPTION**
Sustainability focus means that return mail will always generate unquantified mail environmental impact.

**REALITY**
The mail center has little to no impact on the customer experience. Return mail is nearly impossible to trace back to specific lines of business. Return mail is a difficult-to-quantify cost that the overall business should just absorb.

**PERCEPTION**
The return mail facts from fiction.

**REALITY**
We were able to help our client reduce their mail center costs, gain efficiencies and protect their customer experience.

**PERCEPTION**
41,000 return mail pieces scanned over a 60-day period, we discarded that will need to be recycled or always generate unquantified mail sustainability focus, return mail will always struggle with sustainability focus, return mail will always struggle with sustainability focus.

**REALITY**
Even for companies with a sustainability focus, return mail has a unique impact on the customer experience. By preventing multiple attempts (our competitors average two additional attempts per month), our customer avoided incurring almost $122,000 in unnecessary operational costs in one month.

**PERCEPTION**
We always mail as many pieces of mail per month, because we are capable of supplying the data to help our customer avoid incurring almost $122,000 in unnecessary operational costs...in one month.

**REALITY**
We were able to determine the reasons behind undeliverable mail and their present substantial impact on mailing attempts, reducing costs and improving the customer experience for our customers.

**PERCEPTION**
The return mail facts from fiction.

**REALITY**
We were able to determine the reasons behind undeliverable mail and their present substantial impact on mailing attempts, reducing costs and improving the customer experience for our customers.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is an often overlooked analytics opportunity, capable of delivering insights that can then prevent subsequent fraud.

**PERCEPTION**
The modern mail center is an often overlooked analytics opportunity, capable of delivering insights that can then prevent subsequent fraud.

**REALITY**
The mail center is a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them.

**REALITY**
The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. Products are shown with optional features. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these materials. Actual results will vary depending upon use and application.

**PERCEPTION**
Based on an average cost of $2 per return mail piece, we were able to help our customer avoid incurring almost $122,000 in unnecessary operational costs...in one month.

**REALITY**
Based on an average cost of $2 per return mail piece, we were able to help our customer avoid incurring almost $122,000 in unnecessary operational costs...in one month.

**PERCEPTION**
The mail center’s role is...to handle return mail.

**REALITY**
The mail center’s role is...to handle return mail.

**PERCEPTION**
The mail center is a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
With a comprehensive return mail strategy, mail pieces can be quickly digitized, sorted and routed to the appropriate line of business.

**REALITY**
With a comprehensive return mail strategy, mail pieces can be quickly digitized, sorted and routed to the appropriate line of business.

**PERCEPTION**
Separate the return mail facts from fiction.

**REALITY**
Separate the return mail facts from fiction.

**PERCEPTION**
Separate the return mail facts from fiction.

**REALITY**
Separate the return mail facts from fiction.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.

**PERCEPTION**
The mail center is in a reactive position, not a proactive opportunity to add value.

**REALITY**
The mail center is in a reactive position, not a proactive opportunity to add value.