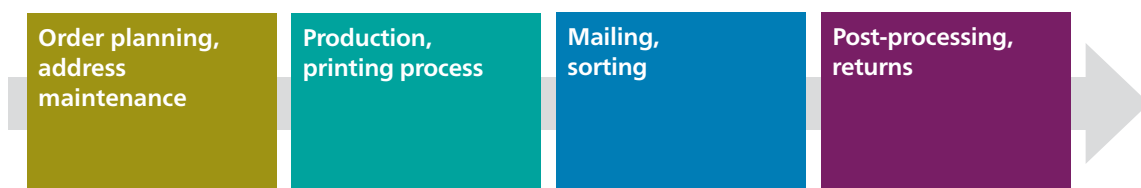


# Letter ID

## Process and track letters easily

The dynamic data matrix code Letter ID enables you to identify all individual letter mail items, track their sorting processes, process returns efficiently by automated means and much more.

The Letter ID is the key to process efficiency in letter mailing:



### **Check whether your addresses can be delivered to before mailing**

“Address maintenance via DataTransfer” makes it possible to check the deliverability of addresses just before your letters are prepared for mailing. This option keeps your address databases up to date and reduces the number of undeliverable items. All you need to do is send us your recipient address file in advance, and we then compare this with our address files. If addresses cannot be delivered to, you can use movers’ addresses.

You can find out more information about “Address maintenance via DataTransfer” from your Customer Advisor or at [www.swisspost.ch/en/business-solutions/address-management/maintaining-addresses#customised-address-maintenance](http://www.swisspost.ch/en/business-solutions/address-management/maintaining-addresses#customised-address-maintenance) and [www.swisspost.ch/post-datatransfer-cug](http://www.swisspost.ch/post-datatransfer-cug) → Address maintenance via DataTransfer

### **Customize your Letter ID with your own content in the code**

You can supplement your Letter ID in line with your personal needs with freely definable information, e.g. a customer or shipping number. This means Letter ID can serve as a direct link for addressing customers, as well as simplify your bulk mailings, automate follow-up processes such as sending reminders, and much more. By reading the Letter ID content, you can also easily find out what the letter contains – without even needing to open the envelope.

### **Enjoy more creative freedom with your consignments**

Letter ID features an additional function “Address block” in the data matrix code providing you with more advertising space when designing your consignment. By printing this on the envelope you increase the level of attention and the impact of your mailings but do not need to pay any special item surcharge.

### **Ensure the quality of your mailing**

Letter ID ensures that the number of copies of printed content for the consignment actually matches the required quantity. To do so, you compare the data in the Letter ID with the result from the outgoing check after placing in envelopes. In addition, after placing the item in the envelope you can check the content of the consignment provided that this information has been included in the Letter ID.

### **Increase your planning reliability**

Letter ID allows you to track the sorting results of each individual item. Active status messages show you how many consignments have already been processed. The last sorting result in the processing chain gives you an idea of when the item will be delivered. This information helps you to plan downstream actions such as use of your call center.

### **Manage your returns the easy way with pre-specified instructions**

With Letter ID, you can decide what action is taken regarding your returns. If you opt for the digital version, you can view the returns data including an image of the consignment just a few hours after its processing using the Swiss Post customer login (KLP) ⇒ Online service "Track consignments Business"; this then enables you to plan internal, downstream processes without losing any time. If desired, you can also use the Letter ID to notify us that we should forward the returns data to an address specified by you, for example to your headquarters, a branch or a third-party firm commissioned by you. We can also dispose of your physical returns for you – simple disposal or qualified disposal in accordance with data protection guidelines.

Extensive information on digitization, disposal and/or redirecting as returns processing variants can be found at [www.swisspost.ch/returns](http://www.swisspost.ch/returns).

### **Prices**

Use of the data matrix code is free of charge, as are basic services such as "Simple disposal" of returns.

The following services incur costs per returned item (prices include VAT):

- Digitization of returns or receipt of digital returns information: **CHF 0.09**
- "Qualified disposal" i.e. shredding of returns and their sensitive content: **CHF 0.02**

### **Letter ID light**

Unlike the dynamic Letter ID, the slimmed-down variant "Letter ID light" is a static data matrix code. Static means that the code on each consignment is identical and thus not unique to each consignment. As such, the code only needs to be created once meaning less effort during implementation.

You cannot use all the services with Letter ID light as you can with the full version of Letter ID. But you can benefit from the following services:

- Receipt of consignment images in PDF format enabling you to identify individual pieces of information
- Have returns disposed of or redirected
- The "Address block" function for more creative freedom with your consignments

### Preconditions for use of Letter ID

Several preconditions need to be met to use Letter ID:

- You have a billing relationship with Swiss Post and have been assigned a valid invoice reference number.
- You frank your consignments since Letter ID is not a postage paid impression and thus needs franking in addition to the data matrix code. For bulk mailings, you ideally frank using a postage paid impression and declare the consignments in a dispatch list. To do so, select the dispatch type “Postage paid impression with Letter ID” under Letter ID, and indicate the order number in the Letter ID. For Letter ID light, simply select the “Postage paid impression” dispatch type. Post your consignments with the dispatch list at a branch or at a Swiss Post letter center or logistics center. More information on franking bulk mailings with a postage paid impression can be found at [www.swisspost.ch/pp-franking](http://www.swisspost.ch/pp-franking).
- Keep to the specifications in the “Barcodes and data matrix codes for letter mail” manual when preparing your data matrix code content ([www.swisspost.ch/manual-barcodes-letters](http://www.swisspost.ch/manual-barcodes-letters)).
- Different conditions apply to the returns processing service for consignments with Letter ID that cannot be machine processed (open, non-standard shape or over 2 cm thick). More information on this can be found in the “Letter returns” factsheet at [www.swisspost.ch/returns](http://www.swisspost.ch/returns).
- Prior to mailing, send your consignment to Swiss Post’s final proof service for homologation. By doing so, we can check whether the data matrix code has been properly created and placed, and that it can be processed by machine. All information is available at: [www.swisspost.ch/final-proof](http://www.swisspost.ch/final-proof)

### Other useful information relating to Letter ID

#### “Barcodes and data matrix codes for letter mail” manual

Dynamic Letter ID light and static Letter ID light are a form of data matrix code based on a sequence of numbers. To find out what this number sequence is based on and what content is shown in the codes, take a look at the comprehensive guide, the “Barcodes and data matrix codes for letter mail” manual ([www.swisspost.ch/manual-barcodes-letters](http://www.swisspost.ch/manual-barcodes-letters)).

#### “Create postage paid impressions” online service

The “Create postage paid impression” online service lets you generate a postage paid impression, which you supplement with the Letter ID or Letter ID light. You can find the online service using the following link: [www.swisspost.ch/frankiermerkmale-erstellen](http://www.swisspost.ch/frankiermerkmale-erstellen).

There are many printers and lettershops which know how to create a data matrix code or Letter ID. There are also various types of software to assist you with this. Some software suppliers which work with Swiss Post are mentioned in the “Barcodes and data matrix codes for letter mail” manual in the section “Options for generating data matrix codes”.

#### DataTransfer

DataTransfer is the electronic interface with Swiss Post facilitating the direct exchange of consignment data and status reports between your company and Swiss Post. DataTransfer simplifies posting and creates transparency in the entire shipping process. This handy interface lets you access reports generated every day – e.g. using the returns’ sorting data – and integrate them into your own applications. Extensive information on DataTransfer can be found at [www.swisspost.ch/datatransfer](http://www.swisspost.ch/datatransfer).