Take the shortcut – mail forwarding without detours

Early recognition and interception during outward sorting

Postal organizations all over the world have to cope with the increasing number of people changing their addresses for a temporary or unlimited time period. Depending on the country, the number of forwarding mail ranges between 3% and 10%. Nevertheless, moving people expect from postal organizations a reliable delivery without any delay.

Usually postal organizations offer their customers the so-called forwarding service. For a certain time period, mail pieces are redirected and forwarded by the postal organizations to the recipients' new addresses. This causes additional manual work and processing time because the mail which has to be forwarded is detected very late in the distribution process by the postman.

Siemens is technology and market leader for automatic forwarding solutions worldwide. Based on ARTread the forwarding mail will be automatically identified and intercepted as early as possible, which means: already in the outward mail center where it is processed first.
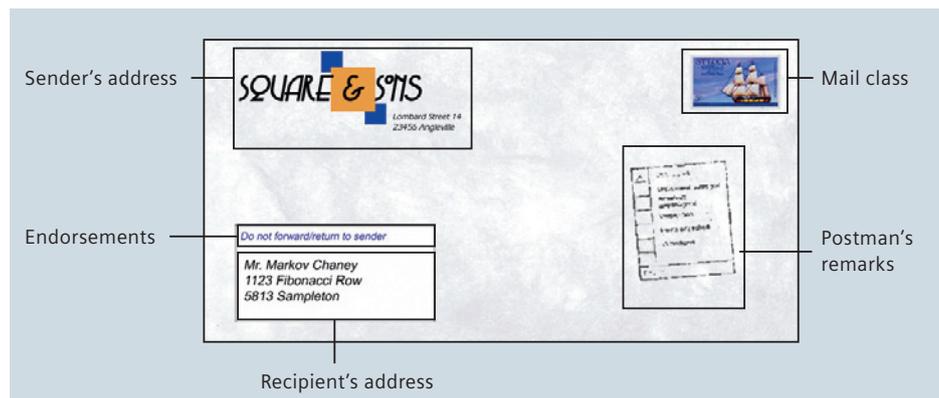
How it works?

The address on a mail piece is read by the automatic address reader. The forwarding function of ARTread automatically recognizes if the recipient's address on the mail piece is valid or obsolete by comparing the read result to the corresponding database entry.

For a high system performance a daily update of the national address database containing all the relevant forwarding information is a must.

Similar to the current manual forwarding process, the new address is printed or labeled onto the mail piece, which can be further processed automatically.

Additionally, ARTread can determine if the mail piece has to be forwarded to the new address or redirected to the sender or deleted according to the endorsement information printed on the mail piece. This especially enables the postal organization to introduce new services, for example sending a note to the sender that the recipient address has changed.

Sender's address

SQUARE & SONS
Lombard Street 14
23456 Angleville

Mail class

Endorsements

Do not forward/return to sender

Mr. Markov Chaney
1123 Fibonacci Row
5813 Sampleton

Postman's remarks

Recipient's address

Tasks for automatic reading related to forwarding

ARTread™ for Automatic Forwarding

Postal Automation

SIEMENS

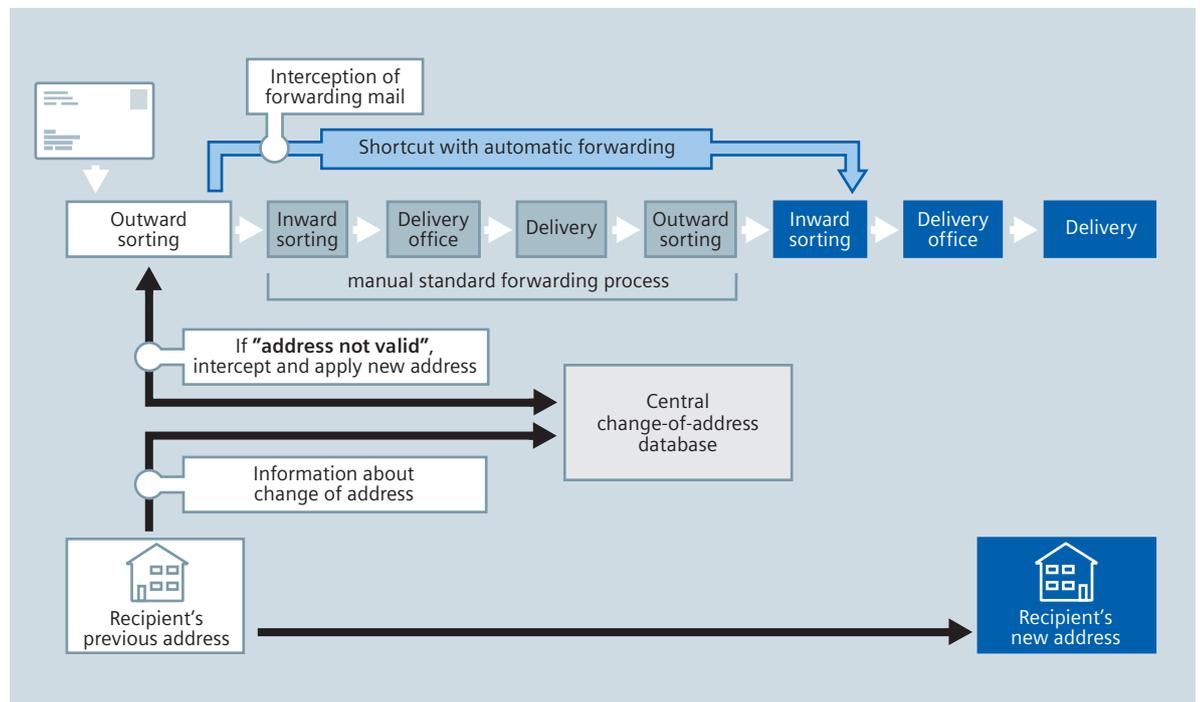# Automatic forwarding of mail

The process

In the outward sorting center the recipient's address is read and verified against the address database. In case of an address change a link to the new address in the change-of-address database is attached. According to the endorsement information on the mail piece the old address is replaced either by the new address or by the sender's address.

This address is printed directly on the mail piece or on an applied label.

In the following steps the mail piece is automatically processed according to its newly applied address. Manual forwarding becomes obsolete and delivery without detour can be reached.

Good reasons for automatic forwarding with ARTread

- Early recognition and interception during outward sorting.
- No time is lost due to detours to the old address: **"Take the shortcut"**.
- Automated processing of complex postal forwarding rules according to the endorsement information:
  – Forwarding
  – Return to sender
  – Change-of-address information to sender.
- Reduced delivery and transport costs.
- New value-added services for postal customers.
- Increased service quality of delivery.

Automatic forwarding process