MOVEMENT
BRYNKA NEWSLETTER

WELCOME TO MOVEMENT!

Brynka is excited to launch the latest edition of "Movement"!

The purpose of this quarterly newsletter is to keep you up to date with the latest Brynka news and to provide articles and information that will INSPIRE, INFORM and EDUCATE.

We all need to keep moving forward to reach our full potential.

Our aim is to bring you forward-thinking topics covering all aspects of the mailing industry, help you get to know our incredible Brynka Team, and also to provide you with some inside tips to improve your business.

We hope you enjoy Movement!

brynka
Endless Options, One Solution

3 REASONS TO AUTOMATE YOUR MAIL CENTER

Automation comes in many forms. Many Mail Centers start small and increase their automation once they see the impact to their processes and bottom line. Here are 3 reasons for package tracking automation that will positively impact your Mail Center.

Better Customer Service

The Customer experience is crucial to a Mail Center. Customers today expect a higher level of service engagement than ever before. They value time -- how long something gets to them, how quickly they can get their items, being notified, or how quickly their issues are addressed.

With automation, a mail center can provide a better customer experience through workflow processes that will handle notifications, recording and delivering items, and providing quick answers to the question of, "Where's my stuff?" With Intelligent Lockers or High-Density Mail tracking, your mail center can provide an easily accessible and end-to-end solution for accountable and non-accountable items.

Improved Accuracy and Reliability

How quickly can you get accountable items to the correct person? Are your package and mail volumes being calculated correctly?

Through automation, your mail center can remove the manual process and its inherent flaws, like recording errors or miss-filed paper logs. An automated tool will reliably provide the same experience, so you can more accurately and reliably retrieve proof of delivery data, package volumes, manifests, and exception reports. This can all be done in minutes rather than hours.

Cost Savings

How much money do you spend on researching inaccurate accountable data? How much time is spent on processing and delivering accountable items? Who is responsible for a lost package or envelope?

With an automated tool, mail centers can manage their costs more efficiently, re-assign people to other tasks by reducing the time needed to process accountable items. With dashboards and reporting, you can grade how well your mail center is doing and revise workflows and duties to maximize your staff's efforts.

With automation, you can provide a better customer experience, improve your mail center reliability and control costs that would benefit your organization and customers. If you are interested in automation, Brynka offers free consultation to assess your needs.

BRYNKA PROFILE: TODD DEVRIES, *DIRECTOR OF OPERATIONS*

Todd is an experienced manager and entrepreneur in the technology industry. Over the past twenty years, he has built a diverse skill set, thriving in customer service-driven roles for Fortune 500 behemoths SAP and Johnson & Johnson as well as several successful startups. Most recently, Todd was co-founder of the digital media company, Football Nation. There, he developed, launched and managed a proprietary content management system utilized by a network of 1,700 writers.

As Director of Operations, Todd oversees the daily activities at Brynka. His goal is to improve upon Brynka's existing business processes to ensure things run as smoothly as possible. Since joining Brynka in 2016, Todd has been instrumental in implementing cutting-edge Customer Support and Project Management internal systems.

"We're building a scalable backend foundation that will allow us to service our customers quicker and more efficiently than ever before."

Todd resides in Central Pennsylvania with his wife and two children. He is an avid sports fan who enjoys watching the Philadelphia Eagles on Sunday afternoons.

CUSTOMER PROFILE: BRYANT UNIVERSITY

Our new customer featured for this month is Bryant University, located in Smithfield, Rhode Island.

Bryant University has been working with Brynka since July 2017. The school is divided into two colleges: The College of Business, and the College of Arts and Sciences, each offering undergraduate and graduate degrees.

Named after its founder Henry B. Bryant, the college is home to well over 3,000 students. Bryant boasts a busy Student Mail Center managed by Joanne Robertson, Manager of Post Office Operations. Joanne works along side a dedicated and hard-working team of mail center professionals.

The campus's busy receiving staff use Brynka software in their day to day deliveries to the campus post office, staff and faculty. Joanne commented, "Before implementing Brynka we did not have the capability of adding on our Receiving department with our package system at the time. We also liked the ability to have the USPS Delivery scan complete on the back side which would eliminate an entire step in the morning for us."

When asked if she would recommend Brynka to other schools, she said, "I would recommend Brynka, because there are many features that are helpful in a package system. The part that I'm most happy with has been the ongoing support in helping us achieve what our vision was for our package system."

Wondering how Brynka could help improve your mail center? Email us to schedule a free online demo today! sales@brynka.com

BRYNKA TECH TIPS: DID YOU KNOW?

While most Brynka customers are happy using the default History screen on their Package Tracking site, there are ways to customize it to better fit your needs. This can be accomplished in the Settings area of the site:

1. Click Setup tab.

2. Click Settings tab.

3. Click the + sign in front of "Personal".

4. Click "History" that appears under "Personal".

5. Uncheck "Use Global Settings".

6. The "Selected items" column will most likely be empty since you haven't put anything in there yet. You'll need to find the items you want in the "Available columns".

7. When you find one you want to appear in your history list click it to highlight it.

8. Click the Add button ">".

9. The item you had highlighted will have moved from the Available list to Selected side.

10. Continue doing this for each item you want to appear in the history listing. You are free to use or leave out any that you choose as it only changes your own account's "History" view.

11. You can change the order of where the item will be on the "History" screen by using the Move Up and Move Down buttons to the right of the "Selected Columns" list.

12. After you have selected all the ones you want and arranged them, Click "Save".

Additional Tips:

* Anyone with admin access can change the "global history" which will change the history list for anyone who doesn't have a personal customized setting. To do so, follow the same steps but replace "Personal" in steps 3 and 4 with "Global".

* Though there isn't a limit on how many items you can add, you do need to keep in mind that the screen is only so wide and might not show every item you choose. So put the most important ones at the top of the list.