



Mail Services

# Webtrak Portal Facilitates Information Gathering

Archived PDF files download from Webtrak, as do samples of all past letters.

By Richard Buse

With headquarters in Hauppauge, N.Y., PCI Group processes more than 120 million pieces of outbound mail per year from its 30,000 sq. ft. facility, as well as 15 million pieces of returned mail annually. A 24-hour in-the-mail guarantee accompanies each outbound mail assignment, with an onsite U.S. Postal Service ensuring prompt entry of letters into the postal stream.

Founded in 1970, PCI Group serves a variety of credit grantors, as well as 50 national collection agencies.

## Features

Closed-circuit cameras, hand capture devices and an electronic card access system monitor activity within PCI Group's facility.



Initial client support resolves file compatibility issues, with clients then submitting files to PCI Group via secure FTP transfer. The company maintains a library of sample letters and provides

consultation – when needed – regarding letter design, use of color paper, use of text that is compliant and compelling, and other aspects associated with improving the effectiveness of letters.

PCI Group uses a variety of USPS-licensed services to review address files prior to printing. For example, NCOA<sup>link</sup> compares files to the latest change of address records, while DPV (Delivery Point Validation) verifies that address files contain all required elements, including unit numbers for apartment buildings. The LACS<sup>link</sup> provides updated addresses for areas recently affected by the implementation of 911 emergency services. Such implementations typically require adopting urban-style addresses for rural areas.

Bar code address data prints on letters and enclosed response materials, and PCI Group guarantees mailing within 24 hours of file reception. Onsite USPS staff certifies and enter letters into the postal distribution system, Monday through Saturday.

USPS' Confirm and PLANET (Postal Alpha Numeric Encoding Technique) Code then allows clients to track the progress of mailed letters, as well as responses returned by recipients. Mail deemed undeliverable routes to PCI Group. The company scans relevant data from each envelope and transmits that information to clients. PCI Group does not charge initial setup fees for clients, with bundled pricing for scrubbing, printing, sorting and mailing.

## Testing the System

PCI Group's Webtrak account management portal provides an online, readily accessible means for clients to obtain information and address a variety of functions, with password privileges determining levels of access for individual client employees.

From Webtrak, clients view status reports of current projects, from the time files reach PCI Group up to the transfer of letters to USPS staff. Letter production histories for the past two years also enable clients to evaluate previous mailing efforts.

Rejected record reports show records rejected due to NCOA updates, address verification or client-defined business rules. Complete accounting records display costs incurred, as well as remaining balances.

Payment disputes or litigation efforts require clients to produce copies of collection letters, and PCI Group archives each mailed letter in PDF format. Those archived PDF files download from Webtrak, as do samples of all past letters.

## Support

PCI Group provides phone support weekdays from 8 a.m. to 5 p.m., Eastern Time.

## Summary

Founded in 1970, PCI Group supports its services with decades of experience and a 24-hour guaranteed turnaround time for mailings. The company has the capacity to address large mailing needs, using technology to enhance efficiency and provide continual customer service.

Through Webtrak, clients gain immediate access to an array of reports, including the costs and results for individual and cumulative mailing efforts. Archived letters in PDF format also download from that site, enabling clients to quickly access information required to resolve disputes or support litigation efforts. For PCI Group, a strong history, guaranteed service and attention to technology provide sustained benefits to clients.

## PCI Group

[www.pcigroup.com](http://www.pcigroup.com)

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