

API-based Certified Mail solutions built for the modern world.

A few years ago, a large metropolitan county's tax agency asked their long-standing MSP partner to look for a way that they could convert from using PS-3811 Green Cards to the Return Receipt Electronic, in order to once and for all eliminate all the issues around retaining Green Cards.

This led the MSP to conduct a market survey to see what new solutions were being offered, having used a legacy system for many years.

“Certified Mail clients can log into the system at any time and see the details and status of the pieces that have been mailed, saving them a ton of time vs. having to call us to obtain that information. It’s not just the status of the Certified Mail pieces. It’s also how much postage was spent, what their running balance is, and all of the different inventories — really any information on the different jobs we mailed for them. The API integration through the Simple Certified Platform enables our system to provide them this information at a moment’s notice.”

As part of their search for an Automated Certified Mail Solution, the MSP reached out to SimpleCertifiedMail.com — a company that employs APIs and other web-based technologies to simplify the Certified Mail process for large mailers — to discuss their objectives.

SimpleCertifiedMail.com presented an API based platform that would eliminate the use of Green Cards as well as automating the preparation, tracking and management of the Certified Mail process.

“SimpleCertifiedMail.com walked us through their API based approach and opened our eyes to a new way of managing Certified Mail” described the Senior Client Relationship Manager at the MSP.

The API Platform helped automate the production of Certified Mail, substantially reducing the time and labor cost associated with Certified Mail. When the MSP sends a list of addresses to the Simple Certified system, the MSP receives in return a PDF file with Certified Mail cover sheets for each address, complete with electronic postage. The MSP prints the cover sheets, automatically matches them with the appropriate letters, folds and inserts, all by machine.

The API also enabled the MSP to pull tracking information - the Proof of Acceptance, Proof of Delivery and the all-important Return Receipt Electronic - right into their systems. In fact, the MSP set up a “self-serve portal” for clients that enabled them to check the status of their Certified Mail jobs in real-time.

The Bottom Line

Harnessing the integration opportunities provided by the Simple Certified API Platform, the MSP's bandwidth to support new Certified Mail projects has increased, client satisfaction has increased and the MSP's internal costs have been substantially reduced.

“Our old process was simply archaic. The solutions delivered by SimpleCertifiedMail.com have completely modernized and streamlined our services, and we look forward to continuing this partnership for years to come.”



Learn more at SimpleCertifiedMail.com/msp