



## **Overview**

Our client is an online retailer with a global customer base specialising in healthcare and household supplies. They are generating large volumes of mixed international mail on a daily basis and in order to maximise the effectiveness of the delivery of these items chose to use the bespoke E-CROS service provided by Mail Handling International.

### **How E-CROS works for our client.**

E-CROS (E-commerce Route Optimising System) brings optimum postal routing to companies with bulk 'on demand' and mixed mail volumes being generated through e-commerce and online campaigns.

The E-CROS process starts when items are purchased or ordered online at the client website. As the orders are packed each customer/consumer data record is reproduced on the address label as a barcode which includes zip code, country of destination, nature of goods and item value. At the end of each day the physical items are collected by MHI and a data feed containing detail of the fulfilled orders is sent by the client to the E-CROS system via secure ftp.

On arrival at MHI Operations the mail items are scanned to capture the address details whilst the item weight is simultaneously captured. This information is automatically reconciled against the daily client data feed. The destination and weight information then feeds directly into the E-CROS software which determines the preferred routing for that individual item and produces the relevant PPI labels which produce and affix the appropriate PPI label to the mail item(s). From barcode scan, through data read & PPI label rendering process takes less than ½ second to complete.

E-CROS will also produce all associated documentation required for the daily despatch (e.g. presentation instructions, pallet labels, postal documentation and client invoices). Additionally as and when required E-CROS will also create the appropriate CN22 label, spare Mbag Final Address label and other supporting information for accessing parcel & registered or recorded delivery streams.

Finally the mail items are palletised for daily despatch to the various designated mail vendors.

Our client's customer service teams can access process and tracking information on every item despatched via our Trackmail online information portal.

### **What the customer says**

"Since deciding to move our standard international mail volumes to MHI 2 years ago we have seen substantial reductions in our postage costs as well as having access to improved service reporting data. We have now extended the services we access through MHI to include a comprehensive range of tracked products." Operations Manager.

