



case study

The UPS Store®

Arizona State University

Residential Life Mailroom Management at Universities

Mailroom Management 101

A leading national and international research and teaching institution, Arizona State University (ASU) consistently rates among the top universities in the United States. Listed by *U.S. News & World Report* as one of America's best colleges, ASU also ranks as one of the largest universities in the nation. Because of its size, the pressure to maintain efficient mail and parcel services is immense. So, the university turned to The UPS Store®, top of its class in the residential life mailroom management department.

Client Challenge

As of Fall 2005, ASU had an enrollment of more than 58,000 undergraduate, graduate and professional students on three campuses in Phoenix, Tempe and Mesa, Arizona. The Tempe campus alone had more than 51,000 students enrolled. Of these, about 6,000 students lived on campus. With a residential student body this size, handling mail and packages was similar to managing postal, parcel and shipping services for a small town.

In an attempt to keep pace, the university hired students to sort and deliver mail at various locations. Most of the processes, however, were manual without a database or tracking system, occasionally resulting in lost packages and letters. Additionally, the overwhelming number of new students moving on campus every year created such a burden on the university's resources that students had lost confidence in the process of shipping items for pick-up prior to move-in.

To add to the challenge of managing and handling large amounts of mail and parcels, each residential life building at ASU had its own mailroom, so anytime a student changed residence halls, his or her address changed too. The chances of lost or misdelivered letters and boxes increased with every move.

Not only was ASU forced into a situation outside of its scope of knowledge, managing mail rather than education, but it was also saddled with variable costs so that expenses could not be predicted. The university recognized it had a lot to learn when it came to mailroom management, so it found an expert in the field — The UPS Store.

GEOGRAPHIC AREA SERVED

Tempe, Arizona, Metro Area

CHALLENGE

Provide one of America's largest universities with convenient and reliable mail management services and a retail source for packaging and shipping

SOLUTION

The UPS Store® consolidates postal and parcel management and offers a range of shipping, packaging and printing services in designated and easily accessible areas on campus

RESULTS

- University relieved of mail management
- Experienced packaging and shipping professionals available
- University can generate revenue through outsourcing
- Option to have one mailing address for duration of student's academic career



The UPS Store Solution

The UPS Store, a franchise brand of Mail Boxes Etc., Inc., a UPS company and the world's largest franchisor of retail shipping, postal and business service centers, offers a full range of packaging, shipping and receiving services. In addition, The UPS Store provides postal and mailbox services, document finishing, faxing, notary and computer services.

After careful analysis of ASU's situation, The UPS Store consolidated mail and parcel management operations. As part of a planned multiphase solution, two store locations now service 5,600 student mailboxes. Not only did this streamline mailroom logistics, but these students have the option to keep the same mailing address for the duration of their time at ASU, no matter how many times they may move.

The UPS Store integrated state-of-the-art technology to monitor the movement of every package and express document, with the ability to customize bar codes for all freight and postal packages. Now the Parcel Management System provides visibility from arrival to delivery, with a verified signature ensuring a prompt, correct transfer. The captured signature proves receipt and logs the package out of the system so there is no confusion as to who signed for what and when.

To address the challenge of the fall-semester transition, students are given their mailbox assignments prior to arrival so that shipped items are ready for pick-up when students arrive on campus. And when it is time to head home in the spring, The UPS Store has provided a variety of shipping options, as well as professional packing services and supplies. For those needing to store items such as televisions and refrigerators or personal belongings, The UPS Store offers a temporary summer storage program between semesters.

In addition to mailroom management, The UPS Store document-finishing capabilities and full-color/black-and-white printing and copying services have provided added value as a resource for both students and university personnel.

The Results

ASU can now focus all of its energies on fostering education and research rather than tracking down care packages or lost boxes of laundry. With The UPS Store professionals on the job, what was a logistical challenge has been transformed into a seamless process with better communication campus-wide. And an unpredictable expense is now a fixed cost, with a set price charged to the university for student mailboxes each semester. With The UPS Store revenue partnership, the school can even make money by sharing in a percentage of the income generated by the center.

"As ASU continues to create the standard of the New American University, we must partner with local and national corporations that have set the standards in their respective fields," said Sylvester Chestnut, Assistant Director, Strategic Initiatives, Residential Life. "UPS and The UPS Store are the gold standards in the shipping, receiving and mailing industry."

The UPS Store has been such a success at ASU that a third location is planned for 2007, bringing the total number of students served to 10,000. This is further proof that The UPS Store wrote the book on residential life mailroom management.

The UPS Store®

THE UPS STORE SITE REQUIREMENTS

Large public and private universities with a high percentage of out-of-state and international residential life students

"UPS and The UPS Store are the gold standards in the shipping, receiving and mailing industry."

—Sylvester Chestnut
Assistant Director
Strategic Initiatives
Residential Life



For more information please contact us 1.858.455.8800
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