



How BelWo Transformed Postal Operations for a Leading Print Service Provider



Client Profile

The client is a leading U.S.-based Payment Service Provider (PSP) managing high-volume, business-critical customer communications across multiple clients and applications.

As the complexity and volume of its postal operations increased, the organization was looking for a way to reduce manual intervention, improve processing consistency, and gain greater visibility into the mail lifecycle without compromising the flexibility required to support different client requirements.

BelWo partnered with the PSP to modernize its BCC postal-processing workflow through automation, configuration-driven controls, tracking, and automated reporting.

The Challenge

The client's postal-processing workflow relied heavily on manual, job-by-job execution. Operational teams had to perform multiple BCC processing steps individually, creating unnecessary effort and increasing the potential for processing errors.

The challenge was further complicated by varying requirements across clients and applications.

Some clients required **NCOA (National Change of Address)** processing to update recipient addresses, while others did not want addresses changed and therefore did not require NCOA. Applications containing foreign records did not require BCC processing. CASS, NCOA, and presorting therefore had to be handled differently depending on the specific job.

This fragmented approach created several business challenges:

- High levels of manual intervention for routine postal-processing activities.
- Increased risk of processing errors and inconsistency.
- Limited flexibility in managing different client and application requirements.
- Technical dependency for changes to processing configurations.
- Limited visibility into mail status after processing and dispatch.
- Manual preparation and distribution of tracking reports.

For a PSP operating at scale, these issues could directly affect operational efficiency and the ability to respond quickly to changing client requirements.

The client needed a solution that could **automate postal processing while preserving the flexibility to apply different business rules across clients and applications.**

The BelWo Solution

BelWo designed and implemented an **automated, configurable BCC postal-processing solution** that transformed the client's manual workflow into a standardized and scalable process.

The solution automated three critical postal-processing activities:

CASS: Automated address validation and standardization to improve address quality.

NCOA: Automated address updates for clients and applications where change-of-address processing was required.

Presorting: Automated mail presorting to streamline downstream postal processing.

A key element of BelWo's approach was to make the solution **configuration-driven rather than dependent on technical intervention**.

BelWo developed a user-friendly front end that enabled business and operations teams to control processing requirements themselves. Users could enable or disable individual processing steps, including CASS and NCOA, or bypass BCC processing entirely for applications where it was not required.

This gave the PSP a **single, flexible processing framework** capable of supporting different clients, applications, and postal requirements without creating separate technical workflows for each scenario.

■ Increasing Visibility with BCC Track N Trace

Automating processing was only one part of the transformation. The client also wanted greater visibility into what happened to mail after it entered the postal lifecycle.

BelWo implemented **BCC Track N Trace** functionality to monitor outbound and inbound **Intelligent Mail Barcodes (IMBs)**.

This provided the client with greater visibility into mailpiece status and enabled operations teams to track the progress of outbound communications more effectively.

The capability helped shift postal operations from a processing-focused model toward a more **transparent, trackable workflow**, giving the organization better insight into the movement of mail.

■ Automating Client Reporting

BelWo also addressed the manual effort associated with tracking reports.

A **customized .NET-based tracking-reporting solution** was developed to provide client-specific information, including mail status and IMB details.

The reporting process was automated so that the relevant tracking report was **generated and emailed to the client daily**.

This eliminated repetitive manual report preparation and distribution while providing clients with a consistent and timely view of their mail status.

Business Outcomes

Through the solution, BelWo helped the PSP create a more efficient and scalable postal-processing operation.

- **Reduced manual effort:** Automation of CASS, NCOA, and presorting reduced repetitive job-by-job processing.
- **Improved operational efficiency:** Standardized workflows enabled teams to manage postal processing more efficiently across multiple business scenarios.
- **Greater flexibility:** Configuration-based controls allowed operations teams to tailor processing without requiring technical changes.
- **Reduced processing risk:** Automated and standardized workflows reduced reliance on manual execution.
- **Greater scalability:** A single solution could support diverse requirements across multiple clients and applications.
- **Improved mail visibility:** BCC Track N Trace and IMB monitoring provided greater insight into outbound and inbound mail activity.
- **Automated client communication:** Daily tracking reports improved transparency while eliminating manual reporting activities.
- **Reduced technical dependency:** Business and operations users gained greater control over postal-processing configurations through the front-end interface.

The Strategic Takeaway

For a high-volume PSP, postal processing is an important component of the customer communication chain. As volumes and client requirements grow, manual workflows can become a constraint on both operational efficiency and scalability.

Through its automation-led and configuration-driven approach, BelWo helped the PSP move from fragmented, manual postal processing to a more standardized, flexible, and transparent operating model.

The engagement demonstrates how targeted process automation can deliver value beyond operational efficiency—helping organizations reduce risk, strengthen control, improve client visibility, and build scalable infrastructure for growing business demands.



About Us

BelWo develops, deploys, and manages Customer Communications Management (CCM) solutions for enterprises and print service providers worldwide. As a solutions-focused partner with deep expertise in CCM, enterprises turn to us to support complex CCM initiatives that range from smaller-scale document applications to full-scale omnichannel digital experiences. Our mission is to help our clients meet strategic CCM goals, add value to every customer communication, reduce costs and improve the workflows of mission-critical CCM processes.

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