

Wake Forest University modernizes mailboxes with a smarter mail and package delivery solution.

Client profile

Founded in 1834, Wake Forest University is a private university located in Winston-Salem, N.C., with nearly 9,000 students.



WAKE FOREST
UNIVERSITY

Introduction

Wake Forest University, located in Winston-Salem, N.C., was facing a dual challenge of declining mail volumes and escalating package volumes. To address these challenges, they looked to revolutionize their inbound mail and package management processes with solutions on Pitney Bowes' Shipping 360®, our secure SaaS technology platform designed to reduce complexity of shipping, mailing, and receiving. With the successful implementation of ParcelPoint™ Smart Lockers, along with our inbound package management software, the Wake Forest University Mail Center was able to optimize space, enhance convenience, and streamline mail and inbound package management processes.

Business challenge

At peak times, the mail center could receive up to 19K packages a month. Existing processes utilizing individual mailboxes and manually generated package notifications led to operational inefficiencies, long pick-up lines and crowded mailrooms. Limited operating hours of the mail center also posed a challenge for students to collect their packages promptly, leaving packages to pile up in the mailroom.

"The Mail Center hours are from 8am to 5pm, but the Student Center, where the lockers are located, is open until midnight, so students find it convenient to pick up their packages when they come in for dinner."

—Alex Crist, Director of Auxiliary Services

Solution

To address these challenges, the Wake Forest Mail Center aimed to eliminate individual mailboxes and implement ParcelPoint™ Smart Lockers. Integration with our inbound package tracking software, enabled the generation of barcodes for mail pieces and automated email notifications to alert students about their mail and/or package availability. Smart Lockers not only reduced traffic in the mail center, but also provided a more flexible system for students and faculty to pick up packages at their convenience.

The success of the initial implementation led to the expansion of additional ParcelPoint Smart Lockers to replace faculty mailboxes. This time, Wake Forest installed rear-loading lockers to further streamline package delivery processes, allowing staff to load packages into lockers directly from the mailroom, eliminating interruptions when recipients came to retrieve their packages.

Wake Forest Mail Center is able to remotely manage their multiple locker bank locations directly from the Shipping 360® platform.

Benefits

- **Improved efficiency:**
Smart lockers eliminated the need for individual mailboxes, reducing congestion and long waiting lines. The automated notification system streamlined package pick-up.
- **Flexibility and convenience:**
Students and faculty could now pick up their packages at any time, aligning with the hours of the Student Center, where the lockers were located.
- **Streamlined operations:**
The implementation of rearloading lockers enhanced the efficiency of mailroom staff, ensuring a continuous packageloading process.
- **Technology-driven campus experience:**
The Wake Forest Mail Center leveraged technology to not only enhance the campus experience for its students, but to also optimize and streamline mail center operations.

Conclusion

With the implementation of inbound package management solutions on the Shipping 360 platform, ParcelPoint Smart Lockers, coupled with our innovative inbound package tracking software, demonstrated the positive impact of embracing technology for inbound mail and package management. By addressing the challenges associated with traditional mailboxes, the Wake Forest Mail Center enhanced operational efficiency while providing a more convenient and flexible solution for students and faculty. This forwardlooking approach of leveraging technology positions Wake Forest University to meet the evolving needs of its mailroom well into the future.

“The nice thing about having smart lockers is that there are fewer students coming into the mail center to pick up packages. Now, they can pick them up on their own time.”

—Philip Saunders, Mail Services Manager



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