

SIMPLICITY AND SECURITY WITH LETTER ID

AT SECO, THERE IS PLENTY GOING ON IN RETURNS MANAGEMENT

Correspondence between the authorities responsible for unemployment in Switzerland and those affected by unemployment is complex. SECO, the State Secretariat for Economic Affairs, manages the address data for registered job seekers and triggers the dispatch of documents. However, the over 100 regional employment centers, which are also responsible for handling the returns, actually send the documents. Letter ID has made it much easier to manage returns.

SECO

SECO, the Swiss labour market authority is responsible for the Employment Services and Unemployment Insurance Act. In addition to the cantons and other authorities, the regional employment centers are responsible for enforcement throughout Switzerland. These form the largest platform for job placement in Switzerland. As a point of contact for employers on the one hand and for job seekers on the other, one of their tasks is to bring supply and demand together in the labour market.

The challenge

Depending on the economic situation, the number of registered job seekers in Switzerland is well over 100,000. The volume of the letters and documents sent is correspondingly high. The Federal Office for Buildings and Logistics (FBL) handles printing and shipping centrally on behalf of SECO. However, the returns must be directed to the regional employment centers as they are in direct contact with job seekers.

In order for Swiss Post to carry out the return shipment in accordance with the order, shipping envelopes had to be printed with the visually identifiable sender addresses of the regional employment center responsible for the respective unemployed person.



That solution worked, but also involved a great deal of effort in production and shipment preparation. All in all, more than 100 envelope types had to be printed and filled with the correct, recipient-specific content. SECO was inevitably bound to this process until 2013. The situation changed with the introduction of Letter ID by Swiss Post.

SWISS POST 

The solution: reliable, decentralized return delivery

SECO was one of the first customers to implement Letter ID for optimizing returns management. In the dynamic data matrix code, the address data for the regional employment center responsible for the respective recipient group is stored as an AMP key. This means that returns are automatically forwarded to the right place. The process is secure and efficient.

As part of its instructions, SECO programmed the physical return delivery of the returns. The responsible employees of regional employment centers inspect the returned mail items and send the corrected address data to SECO's system. Since the registered job seekers usually have to visit the regional employment center once a month, address changes can be recorded during the personal interview. This keeps the address data for the next mail up-to-date.

The implementation of Letter ID with data matrix code in SECO's system and the integration of the FBL went smoothly. The changeover took approximately two weeks. Since that time, the entire process with centralized dispatch and decentralized returns processing has been carried out in the regional employment centers to the full satisfaction of all the parties involved.

The benefits for SECO and the regional employment centers

The implementation of Letter ID with a dynamic data matrix code made it possible to exploit the optimization potential of returns management:

- The solution meets the customer's need for a simple and reliable functional system.
- The use of the data matrix code guarantees that returns will be delivered safely and reliably to the regional employment centers responsible.
- The entire process from centrally dispatched to decentralized processing of returns to centrally executed address changes runs smoothly and efficiently.
- Letter ID allows mail items to be tracked throughout the process. In some cases, SECO can check whether forms have actually been printed and delivered by Swiss Post.
- Costs for implementation were paid off in a short time.

What happens next?

As part of the further development of the IT systems for unemployment insurance, SECO will also include the shipping processes. The authority is fundamentally open to new solutions for optimizing recurring mass mailings.

"Thanks to Letter ID, we are able to send letters and forms centrally and process returns in a decentralized manner. The solution is efficient, reliable and uncomplicated for everyone involved."

Thomas Nell, ICT Advisor III

For more information on Letter ID, visit [swisspost.ch/letterid](https://www.swisspost.ch/letterid)

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