

## How To Promote Your Existing PEC “Package Processing and Shipping Center”

No matter how small the town or how established your store is, there are customers that do not know about you or do not have a reason to come to your store. You need to always try to change that!

One of the newest, most exciting, and even FREE methods of advertising, is social media usage. Getting a small hometown organic growth around your businesses social media accounts is worth more than most owners know. It can take only minutes a day to reach valuable customers eyes and remind them about your business and spur a purchase or visit decision. Does your store currently utilize social media? Have you ever advertised your UPS shipping through social media? These services are not going away anytime soon and utilizing them is better than letting the opportunity slip away. While we are on the subject of digital marketing. Does your store have its own website as well? Does that website feature your shipping services at all? Get on it! Make sure your businesses website features all of your services so you can gain the most benefit from them.

Customize your receipt coupons! Every UPS drop off customer that comes into your store has a chance to buy

something (An independent UPS study says approximately 30% of drop off customers buy something when dropping off their package), but what if we could drive that 30% even higher? Customize your receipt coupons and put an enticing special coupon to convert a drop off customer into a retail sale as well. Utilize the traffic building aspects of the shipping service into sales of your main categories located inside your store.

Check your local radio and newspaper advertising costs. Radio and newspaper are still around for now and a large percentage of the population still ingest content through these services. Try and see if your local rates are worth running an ad for your business, but don't forget to tagline your shipping service! Your shipping service itself is a form of advertising by driving traffic to your business. Advertising your shipping service will drive people in that have shipping needs, and you can then try and convert them into a retail sale as well. Always stock impulse purchase items around your shipping area of your store. Even if a shipping customer assumes, they don't want anything from your type of retail location you should be carrying impulse items that can attract any kind of customer.

### UPS Holiday Schedule

Want it there for the holidays? Make sure you send it by these dates.



**December 15 – UPS® Ground**

**December 21 – UPS 3 Day Select®**

**December 22 – UPS 2nd Day Air®**

**December 23 – UPS Next Day Air®**

**December 25 – UPS Closed on  
Christmas Day**

*UPS has suspended their on-time guarantee since March 2020 due to COVID until further notice. You cannot get your money back from UPS on any packages delivered late.*

# Easy and Helpful Packing Information

No one likes a package claim. The customer has a damaged or lost item, UPS owes money, and you have a headache. Peak shipping season is primetime for shipping and more packages = more claims. Even if your store doesn't offer packing services for the customer, it's still advantageous for everyone involved to avoid these cases. Some important guidelines to live by:

- All claims are bad – While your store does have protection against claims denied by UPS, your store often ends up spending more time over the entire process than any party involved due to preparing documentation. Claim avoidance is key for a satisfied customer and a busy store manager.
- Used corrugation is bad – “But, it was shipped to me this same way!” This is an all too common response when reviewing a customer's packaging. UPS can deny a claim simply, because the box has been used to ship before. Boxes lose rigidity every time they're handled.
- Double boxing is ideal – Research has shown that a vast majority of damaged packages are not double-boxed. Double boxing does not simply mean that the item is in 2 boxes, but also that there is appropriate packing material in the inner box AND between the 2 boxes.



- Surround the item – If you pack an item by placing it in a box and adding materials on top, you're wasting your time. If one side of a shipment doesn't have packing there may as well be no packing. Suspend the item in the container completely, on all sides.
- Quality packing material – All of these guidelines mean nothing if improper materials are used. Newspaper, plastic bags, towels, and similar materials are nearly useless. Paper and plastic, once flattened, provide nearly zero protection and will shrink during shipping, allowing the item to shift and gain momentum before coming to an abrupt stop when falling.
  - Package sorting is automated – Nearly all packages are handled by a conveyor system in which the package can fall a distance of up to 6' alongside other packages that are up to 150lbs. All of these packages are also being handled by a driver that is on a strict schedule. Plan accordingly.
- Can I ship it? – Keep in mind common things prohibited by UPS for Commercial Counters – firearms, ammunition, tobacco, alcohol, fireworks, marijuana, hazardous materials, etc.

If you're looking for more detailed information visit - <https://www.packageexpresscenters.com/> resources and review our “Packing Advice from the Experts”.

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## Auto Upload Feature Ensures Your Store Receives Rebate For RPDO Packages

Already labeled and ready to go packages that customers bring into your store for UPS to pick up and then deliver are called “Drop Off Packages” or “RPDO” packages. It is important that these packages are uploaded to UPS timely in order for your store to receive your quarterly rebates for these packages accepted by your location at no charge. Most of PEC's national network ensures these packages are uploaded timely without thought by using the option within your shipping software called “Automatic upload”. This means when a drop off package is entered into your system it then automatically uploads the package right away. This is the best way to ensure you are getting rebate credit for each package. If you are not utilizing “Auto Upload” for drop off packages you currently manually upload the RPDO manifest when you are able. Hopefully you are doing this timely which is prior to your driver picking up or while he is there in your store. If you traditionally forget and upload hours after the driver has picked up or even the next day or days later those packages are then uploaded late and are not compensable. If you'd like to turn on auto upload for uploading your drop off packages please give us a call at 800-274-4732 or send an email to [info@packageexpresscenters.com](mailto:info@packageexpresscenters.com) and we can reach out to you.

# UPS Has Suspended the UPS Service Guarantee (also referred to as the UPS Money Back Guarantee) effective March 26, 2020 and until further notice, for all shipments from any origin to any destination.

As the shipping industry continues to grow rampantly there are more and more factors to consider, as a UPS Authorized Service Provider, than ever. Many of these factors will impact the consumer more-so than your store; however, educating yourself and your employees can be the difference between having a satisfied customer and a customer with a negative experience. You can not expect your customers to be educated on current shipping conditions.

As we are entering a season of the year where delivery times are more important than any other time of the year, we are also entering a time where vastly more packages are being shipped. If this sounds like a recipe for disaster, that's because it is. In addition to this, there are at least 3 more things to consider that make this year different than years prior. One obvious answer is COVID. Nearly every state has different policies and regulations for handling the virus. This impacts how packages are picked up, sorted at the hubs, handled by drivers, and delivered to their destination. On top of a disrupt in standard optimized procedures, UPS, in part, has been tasked with distributing vaccinations to different parts of the country. While this may not sound like a large task, UPS must handle the additional shipping volume on top of coordinating with a US government that is in the process of

changing hands. Lastly, due to the changes required to deal with a growing pandemic, UPS made a change earlier in the year that simply erased any and all delivery time guarantees on domestic packages.

The suspension of the UPS Service Guarantee for all shipments is a change that has gone somewhat quietly, as it has been in effect since March 26, 2020; however, this is a major change and is something that is very important to know, understand, and most importantly, express to your customer. During the holiday season, your customers will be shipping packages with the expectation of a specific delivery time. This is something they, you, nor UPS can accurately predict at this time. It is important that your customer understands that - while damage and loss claims can still be filed for refund, NO refunds will be considered for packages that were delivered later than the customer expected. This applies to all packages: shipped at your store, shipped at a UPS Store, dropped off at a UPS dropbox, personally handed to a UPS driver, etc. It is not a bad idea to express this to every UPS customer. It is better to make this clear on the front-end than deal with customers that are angry that their gifts were not delivered before Christmas.

## What To Do When My Customer Wants To Refuse An AP Package

When processing a Customer Pickup there are many options available to you for packages that may need to be "refused" or returned to the sender for various reasons. The Disposition dropdown menu, which defaults to the most common option – "Released to customer", can be used to choose a specific reason to refuse the package. This helps UPS relay the Return information to the original shipper and to notify the driver that the package will need to be picked back up from your location.

The screenshot shows the 'Pickup Summary' interface. At the top, there is a section for 'Check Customer ID. Refer to UPS ID requirements.' with a '3rd Pty Pickup' checkbox and a 'Name on customer ID' field containing 'Elena Martinez'. Below this are options for 'Sign with Signature Pad' and 'Sign with Mouse', each with a 'Signature' button. A 'Total Payment Due: 42.55 USD' is displayed. The 'Tracking Number' is '1ZX5R6600391797741'. The 'Disposition' dropdown menu is open, showing options: 'Released to customer' (selected), 'Receiver did not order', 'Receiver did not want', 'Cancelled order', 'Shipped too late', 'Too expensive', 'Damaged - customer reported', 'Lost', 'Duplicate order', 'Damaged - shop reported', 'Claimant refused to pay', and 'Refused - Package Release Code' (highlighted in blue). The 'Instructions' section includes 'Adult Signature Required' with a 'Minimum Age 21 - Must be born on or after' field, an 'Age Verified' checkbox, and 'Package Release Code Required' with a note 'ID name and address do not have to match' and an 'Enter package release code:' field. At the bottom right, there are 'Cancel' and 'Submit' buttons.

# January Specials

## Dell Desktop Computer

Windows 10 Pro

SSD – 120 GB

CPU – i5-2400

RAM – 8 GB

**\$399**



Maintech Coverage as long as you are part of our National Network of UPS Authorized Shipping Providers (excludes OS upgrades and viruses)

F.O.B. Greenville, TN

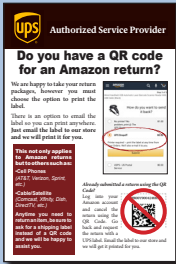
Save **30%** off 2nd toner when you buy one at regular price

## Toner Cartridges

Item Number	Fits Printer Model	Wholesale Price	3 Or More
TONRM102	HP M102	\$69.99 ea.	<b>\$65.99 ea.</b>
TONRM12W	HP M12W	\$39.99 ea.	<b>\$35.99 ea.</b>
TONRM15W	HP M15 & M29	\$34.99 ea.	<b>\$30.99 ea.</b>
TONR1012	HP 1012 & 1020	\$49.95 ea.	<b>\$45.95 ea.</b>
TONR1505	HP 1505	\$49.95 ea.	<b>\$45.95 ea.</b>
TONR1006	HP 1006	\$39.99 ea.	<b>\$35.99 ea.</b>
TONR1102	HP 1102	\$49.95 ea.	<b>\$45.95 ea.</b>
TONR2020	Samsung M2020	\$99.99 ea.	<b>\$89.99 ea.</b>

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Your **choice** ANY 2 foot sign **\$29.95** each



Ship and drop off packages here.



Authorized Service Provider

Ship, pick up and drop off packages here.



Authorized Service Provider

F.O.B. Greenville, TN

**\$22<sup>95</sup>** for a set of 2

**UPS Cabinet Decal**  
Your choice of regular or AP



Ship and drop off packages here.

Authorized Service Provider



Ship, pick up and drop off packages here.

Authorized Service Provider

1 sided  
36"W x 9"H  
Item number  
- UPSCAB

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## UPS Branded Banners

**\$39<sup>95</sup>** Each

Regular price \$89.95

**55% OFF**



Now **Access Point Location**

Ship, pick up and drop off packages here

UPS Authorized Service Provider



**Grand Opening**

Ship and drop off packages here

UPS Authorized Service Provider



Ship and drop off packages here.

Authorized Service Provider



Ship, pick up and drop off packages here.

Authorized Service Provider

All Banners are 72"W x 17"H and indoor/outdoor

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[www.packageexpresscenters.com](http://www.packageexpresscenters.com)

**SHIPPING & HANDLING POLICY - FREE SHIPPING** on retail product orders of \$75 or more (does not include equipment or signs). **HANDLING FEE:** Orders less than \$75 are subject to a flat handling fee of \$7.95. **SHIPPING ON ALL EQUIPMENT & SIGNS:** All equipment, including computers, monitors, printers & scales, and all signs are shipped F.O.B. Greenville, TN and billed to your UPS Account.