

# How Bloomsburg University Modernized the Mailroom



How Bloomsburg University and Bell and Howell teamed up to transform the University's mailroom into a modern, automated solution to streamline its package handling and delivery process while enhancing the student experience.



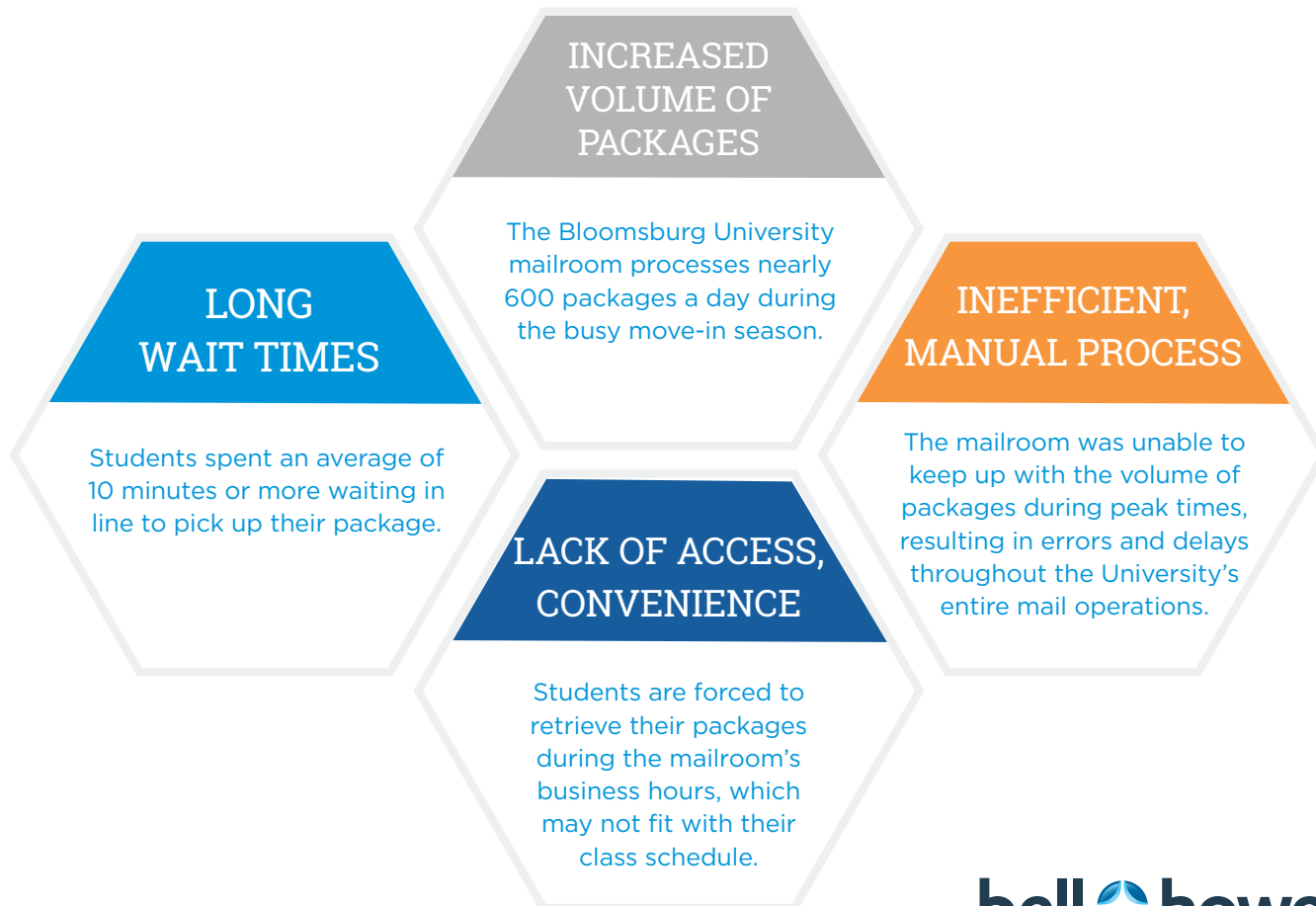
## THE CHALLENGE

### MANUAL MAILROOM OPERATIONS, INCREASED PACKAGE VOLUME

“There wasn’t a large area inside the mailroom for students to wait in line, so when the lines got long, they were outside, on the road, wrapped around the building – not an ideal situation for students to pick up their packages,” said Jeff Ulanoski, assistant director of procurement, Bloomsburg University.

Established in 1839, Bloomsburg University is one of 14 state-funded universities in the Pennsylvania State System of Higher Education. In recent years, the University has experienced a dramatic increase in the volume of packages being delivered to students, largely due to the rise of online purchases, whether it’s for items to decorate dorm rooms or textbooks needed for classes.

The Bloomsburg University mailroom handles packages and letter mail for all students living on campus. During the beginning of each semester, this can increase to more than 600 packages a day. Due to the dramatic increase of packages, the mailroom struggled to keep up with the volume during peak times. This had a rippling effect on the entire University, as the manual nature in which the mail was processed led to long wait times for students picking up their packages. This was compounded by the fact that students were only able to pick up their packages during the mailroom’s normal business hours.



## THE SOLUTION

## AUTOMATED SERVICE FOR STUDENTS AND WORKERS

The University needed to simplify and expedite its package handling and delivery process to increase operational efficiency, with the ultimate goal of improving its overall student experience. Since Bloomsburg was already planning to build a new residence hall, the timing and location were perfect for the new Husky Mail Hub.

After researching what other universities were doing and what technology was available, Bloomsburg University selected Bell and Howell to implement the CleverBox by Cleveron smart locker solution in their new mailroom. Bell and Howell installed three uniquely-configured banks of 144 lockers. Each locker bank is named after one of the school's core values - "Excellence," "Integrity" and "Opportunity" - with a full-scale themed image on the front of the banks.

Once a package arrives at the receiving dock, the mailroom staff scans it into their system and selects the appropriate package size - extra small,

small, medium or large. The employee then takes the package to the CleverBox terminal and scans it in. The terminal automatically assigns each package to a specific locker and opens that locker door.

Once the package is placed inside and the door is closed, the system automatically notifies the student via email or text message that their package is ready for pickup. The student simply scans their phone or enters their unique code at the CleverBox terminal to retrieve their package. Since the Husky Mail Hub is open 24 hours a day, students are no longer limited to the mailroom business hours and can pick up their package when it's convenient for them.

CleverBox not only automates and optimizes the package handling and delivery processes for students and mailroom staff, but it also easily integrates into Bloomsburg's existing technology platform used for student email and text notifications.

**Variety of Sizes**

Units accommodate letters from home and care packages

**Fast & Convenient**

Scan or enter a unique barcode at self-service terminal for immediate pickup, 24/7

**Customizable Skin**

Husky pride shines on branded lockers

## THE RESULTS

### IMPROVING THE STUDENT EXPERIENCE AND THE MAILROOM OPERATIONS

The CleverBox smart locker system has had an overwhelmingly positive effect on the student experience. Its 24/7 access allows students to pick up their packages when it's convenient for them, not just during the mailroom's business hours. CleverBox has also reduced the time it takes a student to get a package by 90 percent.

On the operational side, the ability to integrate the CleverBox system with the University's existing package notification platform has provided a smooth transition for both the mailroom staff and students.

Additionally, since implementation of the CleverBox, the University has seen a significant decrease in

error rates within the entire package handling and delivery process.

According to Jeff Ulanoski, assistant director of procurement at Bloomsburg University, the biggest ROI is the impact the CleverBox has had on the overall student experience.

"Students are engaged. They're excited about this and they're excited about the process," said Ulanoski. "They're waiting for that text message, they're looking at their phone to see, 'Did I get mail? Can I go there?' That's a great bale of goods for us here. It means we did the right thing."

**"The greatest benefit of the CleverBox smart locker system is student access, convenience and speed of operation," said Jeff Mandel, director of procurement, Bloomsburg University.**

For more information, visit: [bellhowell.net](http://bellhowell.net)

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