

(Re)Imagining The Mailroom For A Brighter Future

Mitch Weiner
Founder & Chief
Happiness Officer
FSO Onsite
Outsourcing

22

FSO (re)IMAGINES
not only the mailroom
but the entire client
and employee
relationship.

What do the CEOs of ESPN, DreamWorks, Universal Studios, McDonald's, IAC/InterActiveCorp and The William Morris Agency have in common with America's favorite judge Simon Cowell, and me? We all started in, and worked our way up from, the mailroom. While not everyone can go from delivering the mail to being a CEO, the days of the mailroom as a low-paying dead-end job for the majority of hourly workers are over, much to the credit of companies like mine (FSO) that have recognized and rescued the careers of this forgotten demographic. We can provide skills, technology training, opportunities and career paths that are important to the success and growth of people in these positions that many companies sidelined to focus on their core businesses.

So as important as technology may be in the mailroom of the future, at FSO we believe the most important element in the success of any mailroom will continue to be what it always has been: people who care about the job they do and the quality of service they provide.

And because mailrooms are not core competencies for most companies, many trust the management of this important function to an outsourced service provider. That makes staffing the mailroom with the right people that much more important -- especially since the technology-based digital mailroom can be operated with fewer personnel.

Driving Staff Productivity In The Mailroom Through The Roof

By focusing on people -- recruiting the best at both management staff levels, providing rewards and recognition never seen before in the hourly demographic, and creating genuine career paths in which people can realize their full potential -- we are driving staff productivity in the mailroom through the roof. That, in turn, has made FSO the fastest-growing outsourcing provider in the world.

Outsourcing is an industry I co-founded and pioneered over 20 years ago. But after selling my previous mailroom outsourcing service providers to large multi-national corporations, I started hearing from customers that something had changed, and not for the better.

When they needed attention, they got voice mail. When they needed consistency, they got new faces. When they needed decisions, no one had authority. And when they needed new ideas, they got more of the problems they had expected the outsourcing provider to eliminate.

FSO (re)IMAGINES not only the mailroom but the entire client and employee relationship and revive what the industry had lost sight of: the importance of people passionate about their work, delivering exceptional service and amazing responsiveness.

We are committed to developing long-term relationships with every client through honesty, integrity and open communication. We demonstrate that by acting as a true



administrative and strategic partner who manages your business as if it were our own. We systematically review every ancillary and administrative expense and leverage our buying power and strategic partners to obtain substantial savings across courier, logistics, messenger, equipment, software, office supplies, furniture, and much more.

We're using social media and my own blog to keep connected to clients and thousands of employees like never before and to help customers, prospects and staff understand and appreciate the passion that I and our entire team bring to this business.

We've launched a nationwide mentoring program, unique in our industry, to

assure that our managers and directors across the country get the knowledge and motivation they need and deserve. We also offer life training on customer service that instills our staff with our philosophy on customer relationships, as well as providing valuable insight into how to deal with the occasional difficult customer.

Furthermore, since our mailroom staff provides our clients' first line of defense against threats that could arrive in the mail, we regularly hold company-wide interactive training on best practices in handling suspicious packages. This includes X-ray techniques, logistics, and dealing with ricin. We want to ensure that all our staff members are completely pre-

“At FSO we believe the most important element in the success of any mailroom will continue to be what it always has been: people who care about the job they do and the quality of service they provide.”

pared and aware of best practices and FSO protocols.

Within days of one session last spring, our training was put to the test. One of our diligent team members caught a tainted and suspicious package for one of our most high-profile clients, and literally kept them out of harm's way.

That's the kind of result you get when you base your business on finding, hiring, rewarding, recognizing and retaining people who believe in the importance of what they do and are passionate about delivering exceptional service.

As a result, every day, thousands of motivated FSO workers provide proof positive that going from the bottom up through hard work, determination, and talent isn't just a pipe dream any more.

Mitchell Weiner, Founder, Chief Happiness Officer & Owner of Forrest Solutions Group, is an industry leader, mail operations and technology expert, and pioneer of onsite outsourcing. He has been recognized nationally for building tenured teams and fostering longstanding customer relationships.

For more information about Forrest Solutions Group, call 212-204-1193.

Houston Community College First In Nation To Have Multiple MCOM Certifications

For Business Services Manager Ken Hoyle, Certification Plays a Critical Role in the Workplace

HOUSTON, TX — Where education becomes more commonplace, advanced and specialized certifications are becoming the defining criteria in setting candidates apart from others. By sharpening one's skill sets and tailoring them to the growing needs of the department, certification can become a negotiation tool in advancement, salaries/funding, and maintaining workplace retention.

That is part of the management philosophy of Kenneth Hoyle, CPC, MDC, MCOM, the Business Services manager at

multifunctional that you establish a team that is both efficient and effective in the event of absence or departmental voids and vacancies."

One key is professional certification.

"Certification enhances one's skill set and also strengthens the résumés of your staff, which follows them throughout their careers," he said.

Hoyle believes advances in technology have transformed the work culture and working environment. This trend has had a profound impact on mail

duction in mail volume has forced Mail Center Managers to utilize more creative ways to with their staff to adjust the scope of services provided."

For his organization, certification and investing in the staff and personnel creates a more accomplished team and stable foundation.

Upon his arrival at Houston Community College, Hoyle was tasked with the challenge of inheriting a mail center undergoing an audit. Within the first six months of his tenure, he was able to elevate the performance of the department to a level nationally recognized by the U.S. Postal Service. This momentum

would pave for the creation of a full-fledged division. HCC's Business Services umbrella now houses four groups that include Mail & Distribution, Inventory Control, Surplus, and Fleet Management.

Hoyle attributes a large portion of his success to his dedicated staff and their ability to take on multiple roles and assignments.

"None of these things would be possible without having positive employees committed to improvement through cross training," he said.

Besides the two key staff members receiving their MCOM, he welcomes other staff members to pursue other certifications through through the Mail Systems Management Association and Houston Postal Customer Council as well as administrative skills through the College Office Professionals Program (COPP) training and certification being offered by the college.



Houston Community College will be the first organization in the nation to have multiple employees earn their Master's Certification in Mail Communications (MCOM). Lonnie Greene (left), Distribution Rep. I, and Business Services Manager, and Charles Cooper MDC (right), Sr. Distribution Specialist, pictured with Ken Hoyle CPC, MDC, MCOM (center), will be presented with their master's certifications at the MAILCOM 2014 Conference, February 10-13, 2014 in Atlantic City.

Houston Community College.

"I am an avid supporter of continued education for the purposes of professional development," Hoyle says. "I also believe that by having staff persons who are cross-trained and

services.

"Due to many organizations' shift to electronic correspondence and modern means of information sharing, their past reliance of postal use has seen a stark decline," he said. "This re-

FSO
FOUNDER, CHIEF HAPPINESS OFFICER & OWNER

Mitchell Weiner
Founder, Chief Happiness Officer & Owner

FSO Onsite Outsourcing
Delivering Innovative Onsite Outsourcing Solutions
To Some of the World's Most Prestigious Companies

FSO's Service Offerings Include:

- ▶ Mail & Logistics Management
- ▶ Front of House Solutions
- ▶ Messenger Management
- ▶ Facilities Management
- ▶ Records Management
- ▶ Digital Document & Device Management
- ▶ Pillar to Post Legal Solutions
- ▶ Luxury Building Services
- ▶ Information Technology
- ▶ Call Center Solutions
- ▶ Conference Services
- ▶ Security Solutions

VISIT OUR WEBSITE AT: FSO-outsourcing.com



CONTACT US TODAY

To learn how we can help your organization & rediscover what you can achieve when you work with people who love what they do.

212.204.1193 | mweiner@fso-outsourcing.com
19 W. 44th St, 9th Fl NY, NY 10036