

Company - Profile



For the sectors:

Advertised mailing
Ordinary mailing

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1. Portrayal “Der Lünebote” GmbH

“Der Lünebote” is a private mail delivery company, founded 1997 in Lüneburg, Germany and is operating since then successfully on the German market. The company currently employs about 80 employees. In cooperation with the journal “Landeszeitung Lüneburg” (LZ) and the “Mundschenk” media group in Soltau, further 750 employees deliver mailings in the rural districts of Lüneburg, Uelzen, Soltau and Walsrode.

Since 2008 we work hard on linking private delivery services at the federal level. With respect to a highly distinctive arrangement within the leading delivery network called “Mailalliance” (mailworXs GmbH) we were able to further develop and centralize the handling of large mailings. As a result of innovative internal developments, we were especially able to strengthen the management of mailings which cannot be delivered for certain reasons called the redress-management.

Intense investments in trendsetting soft- and hardware led to the entry of tracking systems in the sector of postal delivery. Our customers can always get information about the status of their regional correspondences. The consequence isn’t only the high transparency of our service but also the highest possible safety for the clients.

Our offer primary addresses business clients, industrialists and public institutions and covers the pickup of the mailings from the customer, the electronic registration, the franking and the overall supervision till the mailings are delivered.

Because of a widely spread network of mailboxes and the corresponding local points of sale in the regions of Lüneburg, Uelzen, Soltau and Walsrode, we were even able to increase our spectrum of offers to the private end user by developing our own series of post stamps.

2. Protection of data privacy

Data privacy is first priority of “Der Lünebote” GmbH. Meeting the norms of the GDPR (General Data Protection Regulation) goes without saying for us.

As a company which processes data every day and since we are dependent on the trust of our customers, we capture any possibilities in order to ensure a secure and legally compliant moulding process.

So that you are able to satisfy yourself of our efforts we annexed a clear view of the technical and organisational procedures of “Der Lünebote” GmbH pursuant to the 32th article of the GDPR to this application.

3. Efficient mailing collection service

By now we collect mailings almost every day in Germany, Poland and in the Czech Republic. Due to a central controlled logistics of our network “Mailalliance”, we especially are positioned professional in the processes of the logistics handling.

In the course of this the “Mailalliance” works closely with dispatch departments, which have a long history of collaboration with diverse printing shops called “lettershops”.

This centralisation ensures an outstanding know-how. In addition, we continuously encourage our own contacts, especially in Poland, where we successfully cooperate with a resident dispatch department for years. That’s why we are really flexible and distinguish ourselves by our short response time.

Currently we organise more than 950 collections of mailings p.a. at “lettershops” in Germany, Poland and in the Czech Republic and therefore we can state that logistics is one of our core competencies.

We like to underline that we always meet the legal specifications and also monitor our dispatch departments in this regard.

The planning of an optimal processing starts for us in this area. Due to an exact schedule we are able to give accurate statements regarding the run-times, which is why your plans respective your transmissions are always secured.

And we grow with our challenges! These days we work on the final steps of developing an order management system which helps us to reduce unnecessary communication and makes the organisation of orders much more efficient. With the help of this system we can exchange all important information with our customers and business partners and the current processes are always visible for the involved participants.

4. Mail delivery networks and delivery throughout Germany with large coverage

For 21 years “Der Lünebote” GmbH actively participates in two strong networks. Regarding the network coverage in Lower Saxony we operate successfully in the “Citipost” network. This network covers 26 local postal services. A core competence of the “Citipost” network is a widely spread logistics, which makes it possible that a large amount of the mailings can be already delivered the day after ordering. Beyond Lower Saxony we cooperate with the network “Mailliance”. As a result of this collaboration we achieve a network coverage of 70% of the private households in Germany. Till the end of 2020 we strive for 75%!

With respect to those collaborations we achieve the following aspects:

- 124 private postal services and a nationwide network
The advantages for you if you deliver your ordinary mailings, your advertised mailings and your direct marketing mailings with “Der Lünebote” GmbH.
- National and international distribution for regional prices
We as partner of postal delivery are free in our pricing. You profit of convenient local conditions and save postal charges.
- Guaranteed run-time commitment
Prompt supply, reliable delivery of all your mailings within the agreed time frame. All partners adhere to that.
- Everything homogenously secured
Committal, sorting, distribution, delivery and redress-management. All network processes are organised centrally, standardized and monitored. Consequently, your mailing will arrive safe.

- Individual products (e.g. advertised mailing) and discounts
Every partner is allowed to offer own products and individual quantity discount. Your local postal service gladly provides advice on individual offers to save postal charges.
- Collection of your mailings
Due to the centralised logistics we can achieve a high reliability regarding the run-time of the mailings.
- Mailing-Manager
A program for editing address data, showing the whole value chain of the offer management. Because of this editing process of the address data, mailings are not captured mechanical anymore and that's why we work free of labels. Mailings in so called white areas of our network, directly become optimized and prepared for the supply with respect to the specifications of the "Deutsche Post AG".

Because of these aspects and the homogenous processes, we achieve the best possible customer satisfaction. If there, nevertheless, should be any qualitative queries our complaint system makes sure that every request will be answered fast with a high degree of transparency.

5. Quality assurance and reclamation management

These aspects go without saying for us. Due to a constantly further development of our processes we can rely on an extensive support of our networks.

With the help of our well-educated employees we are always aware of potential shortages and are able to detect best approaches to solve the problems. Our persons of contact within the networks are perfectly connected. Everyone knows the relevant persons to contact which mitigates unnecessary communication.

In both networks we always measure the run-time so that we may adapt it, if desired, to the current requirements. We'd like to introduce you to the two most important aspects.

1. Details of run-time measurement (CITIPOST Verbund GmbH)

The superordinate umbrella company CITIPOST Verbund GmbH measures the run-time each quarter. A test mailing is sent to diverse partners and the receipt of the mailing is documented in a letter of confirmation. After returning the documents to the headquarter in Hanover the run-times of each partner are evaluated. Afterwards each manager of the partners of delivery gets a significant report of the important business ratios so that he can initiate actions if necessary.

2. Details of run-time measurement (Mail Alliance)

The Mailalliance frequently does run-time measurements by their own. The data gathering is carried out with the help of GPS trackers. They measure the processes of logistics (supply and delivery), the picking and the speed of delivery.

After analysing the data, the managers get a quality record. If the outcome does not fit to the benchmarks a specific corrective action is possible. The Mailalliance has strict regulations and failures to comply can be followed by extra payments.

With respect to quality assurance and reclamation management following aspects are left to mention.

- A homogenous reclamation system for all partners
- Up-to-date letters of indication of the amount of delivery for every partner
- Monitoring of transmissions within the process of delivery
- Determined response times
- No prioritisation of certain products within the delivery process
- Fixed redress reasons and inherent returns
- Accurate projectable dates of delivery

Our specialised staff is well-educated due to a respective qualification and is well prepared for different upcoming operations. Those mentioned details of our processes illustrate that we are always able to react even on crucial requests. Due to short chains of command and a clearly defined availability we achieve an excellent and competent processing.

6. Return delivery of undeliverable addresses

Mailings which couldn't be delivered can be recorded with our system.
Potential reasons for redresses could be:

- Receiver unknown
- Receiver moved
- Address not coherent
- Delivery not possible
- Acceptance denied

If desired, we deliver a CSV data set which can be used to correct – for sure with respect to the GDPR - the address data sets.

Besides the complete address of the receiver the reason for redress is included. Our software is hosted in-house and subjected to the following restrictions:

Junk mail & virus protection

Junk mail filter: SpamAssassin version 3.4.1, running on Perl version 5.22.1
Virus detector: ClamAV 0.99.2/24547/Mon May 7 06:32:00 2018

Data protection and backups

Every day automatically executed backups at a virtual server within the same subnetwork.

Transfer of the Delta-ZFS-Snapshots within the usual operations, otherwise complete backup after failed automatic backup (manually). The ZFS-Snapshots are unencrypted located on server and client side in the file system. Hold-back time respective automatic backups: 7 days (excluded manual generated snapshots which have to be longer abolished for certain reasons). It results an automatic elimination of the last snapshots which are injected in changeover of the weekdays.

Encrypted transfer (SMTPS, IMAPS, HTTPS)

Used SSL-Certificates: Let's Encrypt (CA), Server public key Length: 2048 Bit, TLSv1.2,
Cipher : ECDHE-RSA-AES256-GCM-SHA384

7. Experience in connecting intersections, “lettershops” and data processing

The “Der Lünebote” GmbH successfully cooperates with purchasers, “lettershops” and networks regarding data transfer and data preparation since many years.

The protected transfer of data is really important for us as a company which handles a lot of data every day. That’s why the data transfer is usually executed with secured SSL-Connections to the respective SFTP servers or with the help of hardware solutions.

In order to prepare the data, the software solution of the Mailalliance network is available for us, the so-called mailing manager. This tool makes it possible to plan and track your mailings printed by the “lettershops” till delivery.

The mailing manager is able to administer huge amounts of mailings. Your transmissions are planned respective size, weight and sorted regarding addresses and enclosures till the packaging.

These data are prepared and the data generated by the mailing manager like the bills of delivery are used to ensure a qualitative and on-time processing of your request.

The mailing manager is able to appoint nearly in real time which partner of delivery gets which mailings and which transmissions are directly transferred to the Deutsche Post AG.

In this way we annually process about 18 million mailings and for sure there is still potential to grow. Our experience showed us our ability of dealing with complex situations and that we are able to quickly react on mistakes like wrong weight indications for instance in the best possible way.

So far, we were always able to guarantee a qualitative and on-time delivery with the help of our diverse intersections.

The quick and high-quality service of the Mailalliance as well as the smooth logistics processing and the respective crisis management are a complete package which offers unequalled opportunities.

8. Customers and “lettershops” of interest

With 17 million advertised mailings in every format in 2018 and expected 28 million ones in 2020 we are one of the biggest players in the Mailalliance network. Our most important customers are many well-known agencies and “lettershops” in Germany as well as in other EU countries. For understandable reasons we are not allowed to mention their names within this document, but you are kindly invited to ask personally. Thank you.

With our sincere thanks for your attention

J. Vasicek