How Cal State University Monterey Bay Streamlined Residential Mailroom Management with EZTrackIt

A Use Case of How EZTrackIt Optimized Package Tracking in University Residence Halls, improving accountability and efficiency.

EZTrackIt is used in mail rooms, mail centers, and front desks nation-wide in corporate settings, as well as in multi-unit housing, university campuses, medical campuses and other large organizations. Unlike its competitors, EZTrackIt not only tracks incoming packages but tracks their re-delivery as well, ensuring that delivery and re-delivery processes are simple and streamlined. The result is greater accountability for mail room staff, and greater efficiency for the entire organization. In this Use Case, we see how one California state university uses EZTrackIt to add value to their residential services.

Profile of California State University, Monterey

Cal State Monterey Bay has more than 6,600 students on their residential campus, with multiple residence halls and apartment-style options. Tom Burns, Marketing and Outreach Coordinator for the university, has a multifaceted role that includes coordinating marketing efforts on their website, social media, and print publications – as well as supervising the front desk staff and communications sent to students. With so many responsibilities, Burns needed a package management solution for student residents simple enough to require little training, yet comprehensive enough to improve mailroom accountability.

Key Challenges

At Cal State Monterey the primary challenges were:

- Logging a large volume of incoming packages
- Storing hundreds of packages
- Alerting residents to pick up their packages
- Tracking which packages have not yet been picked up
- Locating packages for residents at the front desk
- Little time available to train with frequent student worker turnover

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Key Challenges Explained

During student move-in, and with every new semester, university residence halls are flooded with hundreds of packages every day. During slow times, the influx may dwindle down to one-hundred packages each day.

> "It seems like all the books on campus are coming through our office this week. I don't know how the campus bookstore stays in business." – Tom Burns

Before finding EZTrackIt in 2011, Burns and his teams of student workers would log packages into an Excel spreadsheet by hand. However, as online ordering became increasingly popular, the amount of packages rose to a number that precluded manual intake.

How EZTrackIt Helps Cal State Monterey Bay Manage Packages for University Housing

Burns needed a package management solution that could handle high volume, keep his student residents happy, and be simple enough that a brand-new student worker could master it in minutes. With EZTrackIt, he was pleased to note that:

- They could log multiple packages into the system at one time, and then print the labels, instead of having to log a package and immediately print the individual label like other package management systems.

- Printed labels allowed easier mail room organization and faster retrieval.

- They could send out instant email and text notifications to student residents informing them that their packages were available for pickup.

- EZTrackIt took most student workers minutes to learn, and for less tech-savvy employees, video tutorials on the EZTrackIt website were very helpful.

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Results

The thousands of students living in residence halls on the Cal State Monterey campus generate hundreds of packages daily, which are easily handled by a handful of student workers using EZTrackIt at the front desks. The intuitive, user-friendly interface makes training fast, and having full tech support allows Burns more time to concentrate on his many other tasks. Package management accountability has increased, student workers spend less time on manual processes, and students appreciate the nearly instant notifications.

Remaining Issues

While students love their email and text notifications for package pickup, they can become frustrated when the carrier (like FedEx or UPS) tells them a package has been delivered, but the residence hall hasn't yet entered it into the system since it's buried in a pile of hundreds of other packages.

Burns also noted that having multiple user logins with individual permission levels would be useful. EZTrackIt took this note and included it as a feature on their new product, which will be available in the first quarter of 2015.

Conclusion

EZTrackIt lets Burns focus on what's most important: Communicating with new and current students. Package tracking shouldn't take up time needed for your core services – the right package management program should support your core services, improving efficiency in the mailroom and the quality of life enjoyed by residents.

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Schedule your Free EZTrackIt Demo today to learn how we can optimize operations in your corporate mailroom, increasing accountability and efficiency.

Request A Demo

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