

# AMBC Certified Store™ Requirements

February 2018 edition

MBC=Mail and Business Center



Item Completed	Item No.
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## BASIC MANDATORY QUALIFICATIONS - SECTION 1

Item Completed	Item No.	Requirement
	1	Recipient of the AMBC Retail Shipping Institute Master of Retail Shipping Management™ degree.
	2	(Once online training becomes available) Every MBC employee has completed an AMBC sanctioned certified packaging course (new hires within their first 6 months of employment). MBC employees will not package without completion of a sanctioned packaging course unless they are under direct supervision of a certified packaging course graduate.
	3	MBC currently signed up with AMBC to receive crucial industry updates via email and or MBC Today .
	4	Graduate has been in the MBC business over 3 years (if pre-certified multi-store owner, new location may be added after 1 <sup>st</sup> year if it meets all physical and operational requirements after a 1 year review)
	5	Graduate attended AMBC sanctioned national convention, regional, workshop, trade show, or participated in sanctioned online training within the last calendar year.
	6	Certified stores must maintain a paid membership with AMBC; new members must have a current one year paid membership. Any lapse in membership will suspend your Certified Gold Status until membership is reinstated. Certified status is subject to annual review at time of membership renewal.

Section 1 Note 1-Sanctioned and approved training and certification course points earned by multi-store owners are assigned to each of the multi-store owner's locations. Multi-store locations will need to apply on a per location basis. Each business will need to qualify on its own merit. AMBC sanctioned training and certification course points earned by store employees that work more than one location will be included in both locations when determining eligibility. Employees permanently transferred to another of the MBC owner's locations will retain the AMBC sanctioned course points at the new "station".

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## ANNUAL REVIEWS - SECTION 2

### Operations



Item Completed	Item No.	Requirement
	1	MBC complies with and passes annual store reviews with a minimum score of 90%
	2	MBC is not more than 45 days past due on carrier invoices, unless an invoice is in dispute with the carrier due to a claim or billing error
	3	MBC has had less than 0.5% of packages shipped claims denied due to "insufficient packaging" in a 3 year period (Note 1
	4	MBC has current and up to date website with accurate hours of operation and services rendered, and is listed accurately on <a href="http://www.ambc.org">www.ambc.org</a> .
	5	Has clean, well maintained, sanctioned, up to date and accurate signage inside as well as outside the business (carrier approved logos and signage throughout)
	6	Has recognizable and professional uniforms for all staff
	7	Minimum of 4 social media sites are claimed and updated annually-choose 4 of the following: Facebook, Google Places, Yelp, Pinterest, Instagram, Twitter, SnapChat, Adwords, Merchant Circle, Yellow pages. Feedback is answered professionally.
	8	Currently signed up for an AMBC sanctioned user forum

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### **CARRIER USAGE - SECTION 3**

(Complete only for carriers represented in MBC)



#### **DHL**

	1	Maintains DHL international "DASC" shipping account in good standing
	2	DHL payment method is by open account (other than cash basis)
	3	DHL signage and logos are approved, current, and appropriate on physical location as well as on all print and online formats. <b>Please Note: Franchised stores will want to follow their franchisor's regulations in regards to marketing.</b>

#### **FEDEX**

	4	Maintains "FASC" shipping status
	5	FedEx payment method is by open account (other than cash basis)
	6	FedEx signage and logos are approved, current, and appropriate on physical location as well as on all print and online formats. You may find appropriate logos to use at <a href="http://www.fascnet.com">www.fascnet.com</a>

#### **UPS**

	7	Maintains "ASO" status
	8	UPS payment method is by EFT (Electronic Funds Transfer) or by Automatic Credit Card (ACC)
	9	UPS signage and logos are approved, current, and appropriate on physical location as well as on all print and online formats. To ensure UPS brand compliance with individually-created advertisements or usage of the UPS ASO logo (print and/or online), please contact UPS Brand Exchange at ( <a href="mailto:brand@ups.com">brand@ups.com</a> ) for approval.

#### **Alternate Carrier**

	13	Signage and logos are approved, current, and appropriate on physical location as well as on all print and online formats
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#### **Package Damage Claims**

	14	Package damage claims due to verifiable insufficient packaging on store packed items is less than 0.5%
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## **PHYSICAL PLANT - SECTION 4**



	1	The primary business is a Mail & Business Center (MBC)
	2	Windows, front of building and lobby are clean and tidy
	3	Open to the public a minimum of 40 scheduled hours per week (holidays excepted)
	4	Professional exterior store signage in proper working order and repair
	5	Professional logo used consistently throughout marketing
	6	Uses a professional point of sale system (i.e. ShipRite / PostalMate) (carrier provided software is not to be counted)
	7	Package scale is interfaced to POS system
	8	Has in place a stand alone, dedicated, non-shared facsimile telephone line or internet fax
	9	Has in place a high speed internet connection interfaced to the POS system
	11	Professional current in store marketing and pricing labels (hand written pricing, advertising, notices, etc. is NOT acceptable)
	12	All interior illuminated signage in proper working order and repair
	13	Store uses professional carrier approved packing materials (Styrofoam loosefill, plastic bubblepack, foam-in-place)

All boxes must be checked in order to apply for certification.

Send current photos when an AMBC representative, or AMBC sanctioned onsite inspection is not available

**Store Name:** \_\_\_\_\_

**Owner(s) Name(s):** \_\_\_\_\_

**Full Address** \_\_\_\_\_

**Phone/Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**END OF DOCUMENT**