

Improved customer communications processes

Client profile

Mailstream Consulting can help drive revenue growth and reduce costs by improving net response and generating process improvements that help eliminate waste.

CASE STUDY



Improving marketing mail response rates

A national insurance company engaged Pitney Bowes Management Services (PBMS) Mailstream Consulting because they could not measure how much of their 100 million marketing mailpieces were being delivered. They had all the recommended United States Postal Service® (USPS®) addressing products in place, but because mail was sent at Standard Mail™ class rates, the USPS® did not return undeliverable mail, which made it difficult for the company to determine which addresses were incorrect.

- PBMS assessed address quality and found room for improvement. Suspect addresses were estimated to negatively impact response rates by 65%. By incorporating a custom process and eliminating 1 million addresses that could not be improved, an estimated \$500,000 in cost reduction was achieved. Improving deliverability of the remaining 2 million suspect addresses, generated an estimated revenue improvement of \$1.5 million.

Dealing with movers, while preserving discounts

A large financial services company serving the retirement needs of people in the academic, medical, and research fields

was struggling with undeliverable mail, primarily the result of uncorrected client relocations. At risk was more than \$1.5 million annually in automation postal discounts that the company was claiming as well as lost relationships and potential revenue with the clients and prospects they could no longer reach.

- PBMS implemented move update tools into mail preparation processes that helped recover 500,000 addresses. Content deficiencies were corrected in an additional 100,000 addresses.
- The company benefited from net savings in return mail costs of \$400,000 through a 65% reduction of return mail. \$1.5 million in automation discounts were also preserved.

Leveraging postage categories for big savings

A national pharmacy benefits management company offering Medicare Part D policies experienced significant costs delivering required annual Notice of Change and enrollment kits to policy-holders. The mailings consisted of content that was unique to each recipient and standard content that all recipients received.

- PBMS recognized that the content could qualify for modified rates if prepared to not-often-used specifications established by the USPS®. By consulting with the

USPS® for program authorization and submitting mail in a re-engineered format, the client was able to qualify for mixed-class discounts that generated over \$1 million in annual postage savings.

PBMS Mailstream Consulting has analyzed programs and implemented best practices for many of the largest mailers in the country. Value is created where others may not find it by considering each mail program individually and uncovering discounts and cost savings that are often overlooked, such as:

- Address hygiene beyond what printers and other process participants find with commercial software
- Mailpiece design for the greatest automation and category discounts
- “Questionable address” segmentation, for decisions around suppression or special treatment

PBMS Mailstream Consulting offers results-oriented postal experts that partner with companies to reduce costs and increase revenue through effective management of the end-to-end mailing process.

**Every connection
is a new opportunity™**

 **Pitney Bowes**

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