Case study: UNUM

Unum connects the dots and drives business efficiency with consolidated presort solutions

Overview
For 160 years, Unum has served as a leading provider of financial protection benefits in the United States and the United Kingdom. Thousands of businesses count on Unum to help them build a robust benefits package, provide absence management services and keep them informed of emerging trends in employee benefits.

As the company continued to drive growth, they began to assess ways to improve business efficiency. One option was to presort their mail. In the U.S., across three facilities, Unum operated a multi-vendor hybrid presorting strategy for its First-Class Mail® and was seeking solutions to reduce costs, further increase customer satisfaction and gain visibility into mailings. They turned to Pitney Bowes Presort Services.

Challenges
Unum was operating a hybrid presort solution utilizing:
- An in-house First-Class Mail processing operation using a single sorter for 70,000 letters per day at its operation in Columbia, South Carolina and outsourcing its flat mail to a local presort provider.
- A multi-vendor outsourcing solution for 4,000 First-Class Mail pieces at two other locations—Portland, Maine and Chattanooga, Tennessee.

Unum’s existing mail strategy did not enable them to gain visibility into their mailings as part of their customer communications strategy. They also identified a need to reduce operating expenses and implement a consolidated presort strategy which would drive efficiencies across all operations regardless of location. As part of the assessment phase, Unum identified that the smaller, more local vendors they were currently using lacked the robust systems needed for tracking and reporting. Over time, they began to question their vendor’s ability to deliver.

Unum needed:
- A consolidated presort strategy
- An outsourcing partner that they could trust
- A single presort provider to drive down costs
- Visibility into the mailstream
- Advanced reporting tools, tracking and delivery validation
Solution
Unum began collaborating with Pitney Bowes to implement an innovative presort solution. The team:

- **Implemented a single consolidated presort strategy**: Providing one point of contact for Unum. This increased vendor accountability, customer satisfaction and business efficiency.

- **Maximized postal discounts**: Utilizing its regional Mail Exchange network, Pitney Bowes Presort Services enhanced mail delivery and optimized postal rates with fixed-guaranteed pricing. This solution enables Unum to generate deeper postal discounts and increase customer service. Pitney Bowes world-class logistics lets Unum schedule flexible pick up times and delivery to fit within its overall business strategy. Unum has confidence in Pitney Bowes ability to induct mail efficiently into the USPS® mailstream.

- **Provided analytics and reporting tools**: Visibility and tracking was a critical element of Unum’s outsourcing strategy. Pitney Bowes Presort Services proprietary tracking and reporting software, IntelliVIEW™, enables Unum to monitor its First-Class Mail from origin to destination. It also guarantees increased mail transparency; USPS induction for compliance monitoring; tracking and delivery validation and risk mitigation.

- **Advanced software**: Access to Pitney Bowes Presort Services advanced software helps Unum to be in compliance with industry mandates in addition to the latest USPS standards, including Intelligent Mail® Barcode processing, Move Updates and Corrections.

- **Built a business continuity program**: Unum also has the peace of mind knowing that its mail is safe and secure with Pitney Bowes Presort Services state-of-the-art data backup and reporting, in addition to its large network of operating centers, which adds flexibility and contingency capabilities.

Results

- **> All of the client’s objectives were met** with this presort solution

- **> Pitney Bowes presorts, processes and delivers approximately 1,400,000 pieces of First-Class Mail for Unum per month**

- **> Simplified workflows and maximized postal discounts** for First-Class mailings

- **> Cost and efficiency gains** from elimination of their internal presorting operation

- **> Proprietary reporting process**

- **> Savings from the presort solution is exceeding client’s projected net savings—and is around $50,000 per month** in the first three months

- **> Monthly customer read rate volumes of 97%**

$$600,000$$

savings annualized

“Pitney Bowes Presort Services is very impressive. We were notified by our business partners that some of our mail was delayed out of the Hartford facility. We brought it to the attention of PB and they went the extra mile to resolve the problem and meet our service level agreements. PB has a focus on achieving results.”

Watkins Cannon