

# Major credit card provider

## Client profile

The client is a major credit card provider with strong membership presence and merchant locations located in about 30 countries and territories.

### Objective

To streamline support to new merchants who contracted to accept the providers' credit card.

### Concern

The provider was sending a box of loose customized and standard collateral to new merchants who enrolled in the service. With 50,000 boxes being sent a month, the provider needed to have an efficient workflow. They also needed to address slow merchant activation and the high shipping costs.

### PBMS solution

Pitney Bowes responded with a Critical Communications Solution that integrated the print and distribution process. An innovative handbook concept was developed and fully customized to each retail site. It was fast to produce, easy for recipients to use, and less costly to print and mail.

### Results

Overall, the Pitney Bowes Critical Communications Solution generated a number of benefits for both the credit card provider and their target retailers, including:

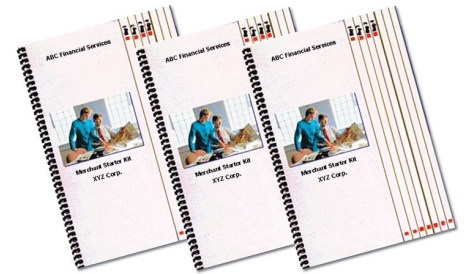
- Shorten activation period by 30%
- Reduced inventory through Print on Demand (POD)
- Reduced postage cost by over \$1.00 per kit

The credit card provider reports "a significant increase" in the number of merchants activating the credit card service, which means that the enrollment kit is delivering faster stream of income for the credit card provider and the retailer.

The redesigned piece contains all the information that the local retail manager needs to understand and activate the credit card service. Because each handbook contains the full mix of both custom and standard content, time to market is vastly compressed. The elimination of ordering, pre-printing, warehousing and eventually assembling vast inventories of printed materials has saved time.

Since the handbook is more compact than the previous approach, the cost of envelopes and delivery via the U.S. Postal Service is dramatically lower. The savings for reduced postage alone exceeds \$600k annually.

## CASE STUDY



### Continued improvement

- PBMS is working with the vendor to expand efficiency with various delivery methods including CDs

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