What is outbound mail?

Smarter Outbound Mail

Outbound mail is a critical business communication. Transactional documents such as Invoices, Credit Notes, Statements and Promotional pieces are mailed from companies every day.

 Companies have a number of options for how to mail documents. Print and mail themselves, print and stuff enveloped and have a mail service pick them up for mail discounts or outsource the entire print and mail function as a service. Most customers in the midmarket print their own documents, put them into envelopes and send them to their customers or suppliers. Outbound mail is usually managed in a mail room. Mail room managers have to respond to requests from all the departments and ensure that everything is printed and mailed out accurately and on time.

Why is outbound mail critical?

According to the Institute of Financial Operations, mail is an important part of any business communication and still represents 53% of transactional communications.

Transactional mail is a critical business tool. As an example, Sending invoices (AR) is the first step in getting paid for a business. The invoice has to arrive on time, be delivered to the correct address, not be mixed up (wrong invoice in the wrong envelope) and be sent cost efficiently.

Target industry

Supply chain: the chain of enterprises (manufacturers, wholesalers, warehouses, logistics, distribution, etc.) involved in moving a product or service from supplier to customer. Supply chain activities involve the transformation of natural resources, raw materials, and components into a finished product that is delivered to the end customer.

Here's a typical supply chain:

Supplier > Manufacturer > Distributor > Retailer > Customer

Specific type of company

We particularly target managers of print centers and mail rooms in med-large-sized companies with mail runs of at least 500 pieces.

What is the typical process?

The mail room manager typically receives print files or PDF's to print and mail. Some in-plant operations also do outsourced jobs and can receive work on CDs, on a USB device and FTP links, etc.

Preparing these jobs for the mail is very manual:

- Preparing data in the best format to print.

- Printing in batches.

- To use an inserter, sorting mail into one, two, three page sets.

When security is critical, manually checking the correct document in in the correct envelope

What are the main problems?

According to the Association for Information and Image Management, 43% of print and mail room managers want to reduce costs and improve speed.

Some of the problems:

- Sending an invoice to the wrong or a bad address guarantee nonpayment wither the wrong party receives it or it is returned by the post office.

- Preparing the mail for an inserter that stuffs envelopes with varying numbers of pages requires inserter control barcodes or OMR marks.

- Security (correct document in correct envelope) requires manual validation.

- Postal sorting can be very important and can lead to significant mail discounts in some countries.

- It's difficult to reduce mail weight by restructuring documents. If an invoice has say 10 line items per page, increase this to say 15 so less pages are printed to reduce weight is not something easy to do for most of companies.

- Comingling mail like put an invoice and credit note in a single envelope to reduce mail pieces can greatly reduce mail costs but it's hard to manage.

- The opportunity to receive the communication by mail or digitally attached to an email is not an option possible in most of software.

Target buyers and what they want:

1. The mail room manager needs to cut down on manual handling of paper, automate repetitive tasks and reduce envelope weight by optimizing content.

2. The IT manager wants a solution that easily adapts to the company's systems and processes.

3. The CFO expects to save on postage and consumable costs and transition to electronic mail.

Why choose OL Connect?

- ✔ Cut down on manual handling of paper and automate repetitive tasks

- ✔ Reduce envelope weight by optimizing content

- ✔ Save on postage and consumable costs

- ✔ Transition to electronic mail at your own pace

How OL Connect works:

1. OL Connect recognizes all inputs: FTP, email, folder.

2. OL Connect uses third-party software to ensure that postal requirements are met by checking, cleaning and sorting addresses.

3. The correct design and layout (letterhead, branding, integrity marks, postal barcodes, etc.) are applied. It's possible to fit the content onto fewer pages, thus reducing the envelope weight.

4. Custom enveloping processes can be implemented to generate batches for mailings that fall within different postage and weight classes. Print jobs can be separated into more manageable subgroups based on triggers such as page count or media type.

5. Documents can be printed or sent by email. OL Connect can output documents in HTML for customers who prefer this communication channel.

6. The inserter reads the OMR marks and validates that a document is placed into its correct envelope.

7. Postal reports can be created.

Key benefits

- ✔ Provides outstanding composition capabilities
- ✔ Minimizes manual handling
- ✔ Adapts to your systems and processes
- ✔ Makes the transition to electronic mail easy

What to ask?

1. How many documents do you send by mail every month?

2. Are you able to easily send your customer communications by email?

3. Do you struggle with returns and misplaced invoices?

4. Do you know your monthly mailing costs? Are you able to automatically create postal reports?

5. How do you check that the right piece of paper is in the right envelope?

6. Do you have a process for detecting data entry errors? If so, what is the labour cost?

7. What is your error rate and how much time is spent resolving errors?