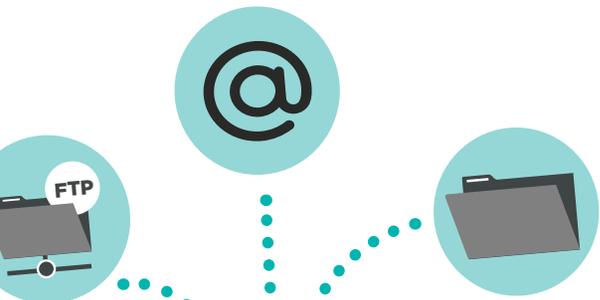


4 ways
to improve
how you manage
outgoing mail
without disrupting
your organization

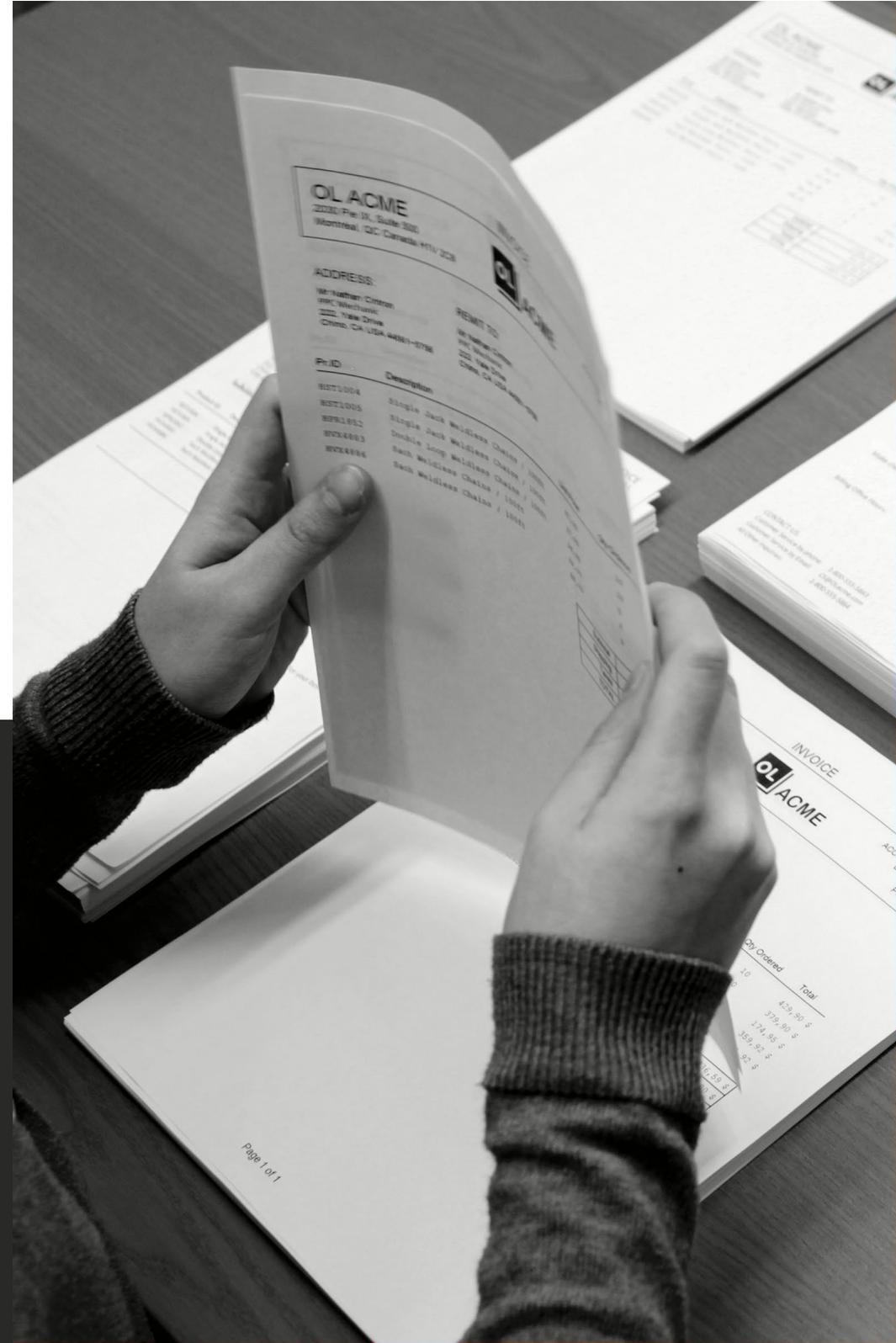


DOES THIS SOUND FAMILIAR?

- ↳ Most invoices are still being sent by mail, and the majority of organizations primarily use paper to communicate with their customers and suppliers.
- ↳ A high percentage of organizations can't benefit from postal discounts because it's too complex and costly to change their practices.
- ↳ Adding new printing and mailing tasks, even small ones, takes a lot of effort and disrupts the organization.

HOWEVER,
everyone is looking for ways to:

- reduce manual tasks and paper
- automate repetitive tasks
- switch to digital sending
- cut down on mail handling costs



MORE THAN 70%

of companies send out **between 1,000 and 10,000 invoices** a month.¹ Yet **53%** of transactional communications are still sent by mail.

Sending invoices is the first step in getting paid: the invoice needs to go out on time, it needs to be delivered to the right person, it should not get mixed up with another invoice and, above all, it needs to be processed efficiently.

Sending customer communications is a vital process for companies, and it's important to avoid interruptions and delays. Moreover, it's normal to start questioning the way you do things. But in order to grow and meet your customers' needs, you absolutely must optimize your processes. There are plenty of magic solutions on the market that can supposedly solve all your problems. But at times, you can't seem to reach your ideal targets and just want to give up. You're surely wondering why you should change everything in your organization when things are going okay and you're making money.

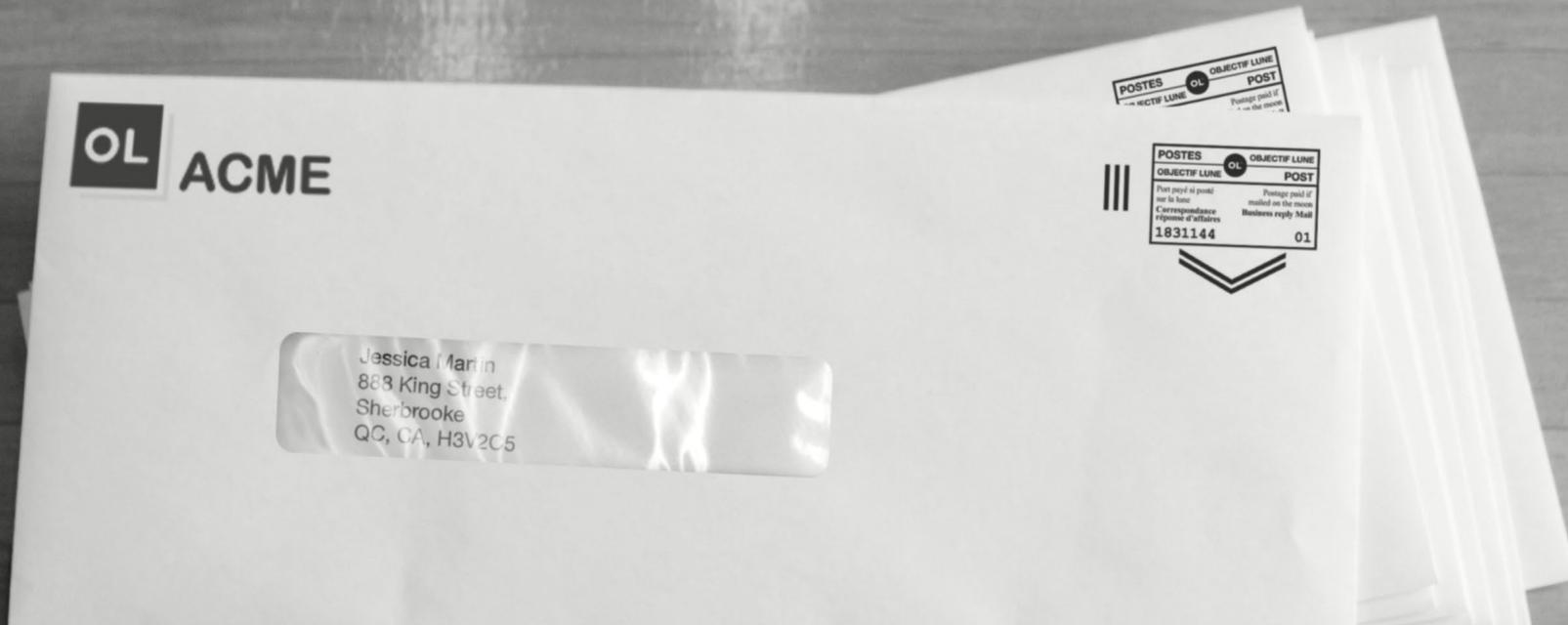
¹From the *Institute of Financial Operations*

SO WHAT SHOULD YOU DO?

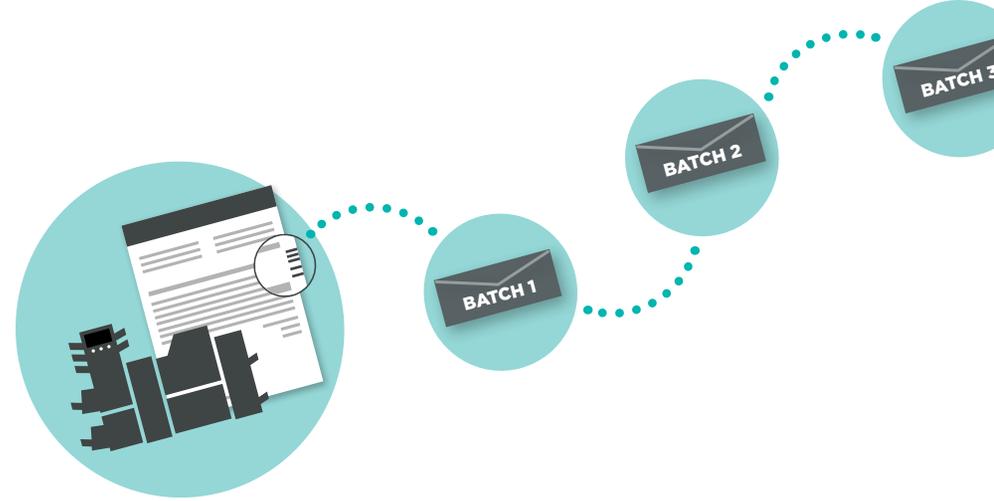
Improve your day-to-day operations gradually, building on what you've learned, and overhaul your outgoing mail processes at your own pace.

One step at a time, you'll save a lot of money and keep getting closer to your goals in terms of productivity and efficiency.

Here are 4 simple and easy-to-implement ways to improve your management of outgoing mail.



1 GAIN SPEED



More than **43%** of managers responsible for printing and mailing want to cut down on costs while speeding up production.²

Knowing that some organizations can pump out as many as **50,000 pages a week**, the importance increasing the speed of work is obvious!

Deadlines are often very tight and, in addition to planned and recurrent big printing jobs, mail room managers have to respond to many small ad hoc requests that require a lot of handling. Doing them by hand quickly becomes onerous, inefficient and boring. The staff isn't happy.

Besides, handling new requests isn't simple, and the other departments in the organization feel that the mail department isn't looking after their needs.

SOLUTION

Automate the most tedious tasks with a middleware system that captures mail requests centrally and makes a few simple changes.

QUICK SAVINGS

- 1 Receive your send requests centrally and gain valuable time; you'll no longer have to sort, divide and bundle your jobs by hand.
- 2 Directly print mail pieces with the proper insertion marks and stop handling piles of paper.
- 3 Put the pages into the folding/inserting machine in any sort of order and let the machine do the rest.

²Data from the *Association for Information and Image Management*

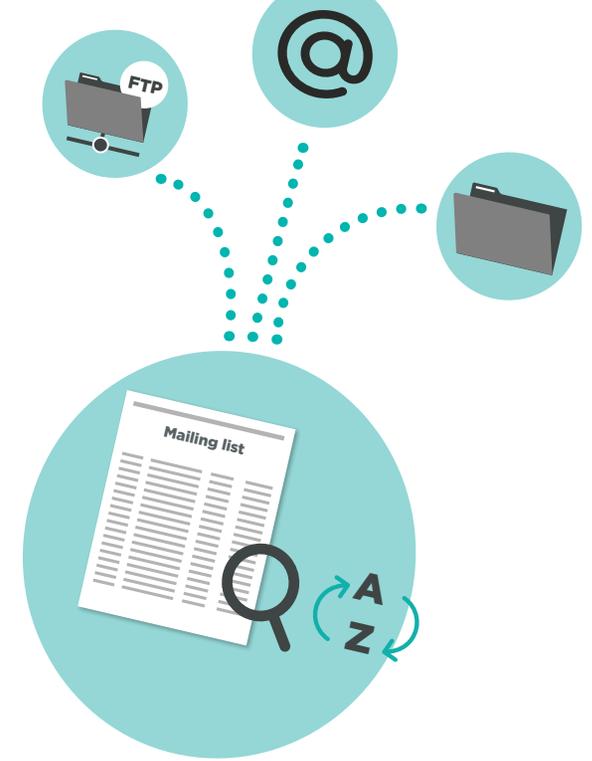
“I came up with a process so that our overseas team simply has to put the file they’ve created into a priority folder. That triggers a process here that allows us to sort the document by number of pages and send the file to the printers, where it’s automatically processed. Our printing rooms are no longer crowded, not to mention the fact that it no longer takes 5 to 10 employees to stuff envelopes.

So we’ve changed a number of processes that were error-prone and could take up to three days. The tasks are now automated and take only 15 minutes. It’s unbelievable! We’ve gained so much time simply by automating the pre-sorting of documents.”

Rick Loiben from Aon



2 MAKE YOUR INFORMATION MORE RELIABLE



40% of mail room managers find that the greatest benefit of a mail management system is that fewer errors are made.³

Mail integrity is a critical part of smooth business continuity. With manual processes, the errors build up fast.

For example, it's hard to make sure that the right piece of paper goes into the right envelope. Oftentimes, many hours are spent manually checking that the right message is being sent. What's more, it's expensive when mail is returned; when doing things by hand, it's easy to get the address or postal code wrong!

SOLUTION

Make data reliability a company priority.

QUICK SAVINGS

- 1 Automate the sorting and cleaning out of addresses with a middleware system and correct errors at the source.
- 2 Ensure that the send and address fields are always complete by automating alerts to let you know when they're not.
- 3 Add a step to confirm the validity of the customer data with all of the departments in direct contact with the customers (technical support, customer service, sales, etc.)

³Data from *A/IM*



LDL

“Basically, we were losing a lot of time managing human errors. Now we’re focused on coming up with new ideas rather than filling out paper forms.

It’s amazing how much our work has improved. We can concentrate on value-added tasks, and our clients are benefiting as well!”

Lizza Friolet, Envol des langues

3 SIMPLIFY THE COMPOSITION OF YOUR COMMUNICATIONS



20% of mail room managers think that the greatest benefit of an outgoing mail management system is being able to manage the design of templates.⁴

Yet **42%** of them need to manage a number of legal requirements for mail layout and branding. Another **23%** of respondents work with several languages and need to personalize their communications based on the recipient's language.

But communications are frequently sent through outdated systems that make it difficult to optimize documents. As a result, changes and mailings are often managed manually, with all of the risks of error and non-compliance imaginable.

SOLUTION

Install a middleware system that intercepts the data in your existing systems and unobtrusively makes changes to your documents.

QUICK SAVINGS

- 1 Play with your page layouts.
- 2 Delete non-applicable items on invoices.
- 3 Cut down on the number of pages, when possible.
- 4 Add variable barcodes for the inserter based on each mailout.

⁴Data from *A/IM*



ALMOAYYED

يوسف خليل المؤيد وأولاده

“It’s easy to change corporate brands, add personalized messages, amend the terms and make any other changes. We can take care of the design and layout of documents without having to deal with the programming of a system or application. Now that we have more flexibility in changing documents, it’s simple to add more promotional messages in the materials we send to customers. More marketing messages in the right place means more people in our showrooms and, at the end of the day, increased sales.”

Y.K. Almoayyed & Sons

4 SWITCH TO DIGITAL



54% of organizations still don't send invoices electronically. Many people still love traditional mail.⁵

Customers continue to ask to receive paper bills. Moreover, employees are printing copies to manage customer records. Sometimes you simply don't have your customers' email addresses. Old habits die hard and the digital revolution remains a hard-to-implement concept. However, switching to digital leads to many benefits for companies.

Did you know that **31.7%** of mail room managers find that the best part of an electronic billing solution is that the number of requests for information on lost invoices goes down?⁵ Therefore, it's important that you start the switch slowly so that you can send emails to your customers who prefer that method of communication.

SOLUTION

Before drastically changing the way you communicate with customers, start by switching to digital for your internal processes. The transition will go more smoothly.

QUICK SAVINGS

- 1 Put a customer service procedure in place so that you can automatically ask for your contacts' email addresses.
- 2 Gradually go digital and start sending PDF invoices to customers who request them.
- 3 Format your original documents so that they can be sent through a number of channels at the same time. You won't be getting rid of paper right way, but you'll now be able to send the same invoices by email.

⁵Data from the *Institute of Financial Operations*



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