# pitney bowes

# Pitney Bowes technology gives Greenbelt an end-to-end solution.

## Client profile

**Greenbelt
greenbelt.co.uk/index.php/
greenbeltgroup**

- Manages land in more than 750 greenbelt areas across the UK
- Ensures that shared landscapes sustain the local environment while catering to the needs of residents
- Communicates regularly with residents, planners and developers

## greenbelt

## Improving the whole mailing process

"Having been a Pitney Bowes customer for some time, I knew about the franking technology available and the benefits of using it to process mail," explains Julie Muir, Managing Director of Greenbelt. "But our Account Manager opened my eyes to the other solutions on offer, and it became clear that Pitney Bowes could provide us with solutions for the whole mailing process." Whereas previously only the company's franking was automated, Greenbelt now has the technology for an end-to-end solution.

## Business challenge

Greenbelt sends around 5,000 letters a month. Staff spent hours manually folding and inserting those letters, a process that could be handled by a machine. Manual processing also introduced the possibility of human error: putting a letter or invoice into the wrong envelope.

Seventy percent of Greenbelt's monthly mail is comprised of invoices, which use one format populated with variable data. This process also afforded an opportunity for automation, and thus greater speed and efficiency.

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**—Julie Muir, Managing Director of Greenbelt**

## Technology used

- PlanetPress®
- DI521™ Inserter
- Connect+®

*"The MyGraphics tool is brilliant as we operate as a group of five separate companies, so we can include the appropriate logo on the mail."*

**—Julie Muir, Managing Director of Greenbelt**

## Solution

The process starts with PlanetPress software which facilitates easy creation and printing of documents. The program enables the company to merge data with transactional and promotional documents before printing and production. Greenbelt can also add advertising information and graphics before automatically distributing the documents via fax, post or email and then archiving them for future reference.

Once Greenbelt's letters have been created using the PlanetPress software, they pass to the company's DI521 inserter. The inserter reads the security marks, made using PlanetPress, to ensure that the right letter is inserted into the right envelope. This not only gives the company peace of mind, but also saves time. "My staff can now concentrate on far more important tasks, and we are assured that the right person is receiving the right mailpiece."

The letters then make the final stage when they are passed to the Connect+ color franking machine. The Connect+ is faster than Greenbelt's previous model and allows the company to include color advertising on the outside of each mailpiece. "We had no idea that it was even possible to include color images and text on the outside of the envelopes," says Julie.

"The MyGraphics tool is brilliant as we operate as a group of five separate companies, so we can include the appropriate logo on the mail.

This means that the recipient immediately recognizes who the mail is from — they realize that it's important. Also, we think that it makes the mail look more professional," says Julie.

## Benefits

The Connect+ franking machine is supported by Cleanmail technology. Cleanmail prepares the mail in such a way that it can be sorted by Royal Mail automatically, and this entitles the user to a discount. Greenbelt saves 4.2p on each first class letter they send, equating to an annual saving of £2520 — a considerable sum for any small business.

In addition, the weighing scale on the Connect+ franking machine means that the company is assured that the right amount of postage has been paid and, using the accounting facility, they can keep track of how much is being spent by organization.

Julie summarizes, "We had no idea that all this technology was available to us. Our previous franking machine was fine for franking the mail, but it's only now that we've realized how much time we were putting into the other tasks — the document creation, the folding, the inserting. We now have a complete end-to-end solution to do most of the work for us, and this has enabled us to run the business more effectively. It's been a real eye-opener, and I'd definitely recommend that other businesses take advantage of the technology — the benefits are huge."

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