

Print provider steps up its game with new Pitney Bowes Presort Southeast Operating Center.

Client profile

PRINT PROVIDER

- Offers a single-source solution (printing, mailing and fulfillment) for customers nationwide
- Areas of expertise: direct mail, newsletters, annual reports, sales literature and training materials

PRINT PROVIDER

Offering a comprehensive solution

When Pitney Bowes transitioned its Duncan, South Carolina facility into the Direct Mail Operating Center for the Southeast, it opened the door for a regional print provider to offer more comprehensive service and value for customers as a mail service provider. Plus, a new class of national customers was now within reach. By taking advantage of Pitney Bowes Direct Mail Solutions, the company could benefit from postal discounts plus the consistent in-home delivery times integral to customer business models.

Business challenge

The print provider has been offering a broad spectrum of traditional offset and digital printing services, including direct mail, newsletters and annual reports, to customers across the US for more than 20 years. With a philosophy based on dependability and top-notch customer service, the company has never shied away from tough, challenging projects and the company's management team is always trying to improve its services.

It was looking to build business and profitability by adding direct mail management functionality, including presort services. The company had been doing local mail drop, but services were fragmented and attempts to do bulk mailing resulted in unpredictable delays.

It was time for a different approach. By offering predictable delivery times and postal savings, the company could serve existing customers better and possibly attract new and larger ones.

“Pitney Bowes Presort offers the precise, accurate in-home delivery that is critical to the profitability of our customers.”

—Vice President and General Manager

Finding the right partner

“We spent about six months looking for a partner,” says the vice president and general manager. “We looked at two other providers, and even considered sorting it in-house.”

The company evaluated the idea of purchasing a sorter, but determined that the business model did not make sense for them. It would also mean planning for another mechanical process that would require the right skill set and management. “You’ve got to have up to a hundred million pieces of mail before it starts to make any sense to do it yourself,” he remarks, “and the other providers did not offer a consistent, tightly controlled A-to-Z solution.”

In the end, Pitney Bowes Presort Services won hands down. “It’s the vast ability and proficiency of Pitney Bowes to take the mail and just run with it,” he states. “No other company can do that. This works so well, so easily for us. It’s painless.”

Solution

For this print provider, the arrival of the new Pitney Bowes Operating Center couldn’t have been timed better. Providing service to the entire Southeast region, the Pitney Bowes center is the entrée into the largest and most comprehensive presort network in the US.

The print provider came onboard as a Pitney Bowes Presort Services client. “I really thought it was a great fit,” says the vice president. “Pitney Bowes is unique because they give us the benefits of a double sortation, first in South Carolina, then they dig deeper into the five-digit sort in Pennsylvania. That’s unusual, especially for standard mail.”

By commingling its own mail with that of other Pitney Bowes clients, the print provider enjoys greater postal discounts and more predictable delivery times. Pitney Bowes manages the complex USPS® regulations, freeing the company of that headache, while Pitney Bowes IntelliVIEW™ software provides robust reporting tools and mail piece tracking.

End-to-end process visibility

As with any new service, there were a few hiccups to be worked out at first, but the Pitney Bowes client services team stepped in and quickly resolved them. Thanks to the built-in end-to-end process visibility provided by IntelliVIEW software, the team was able to pinpoint issues with file information flow and get them smoothed out at the customer end — and now “it pretty much runs like clockwork,” says the vice president.

The ability to deliver on time, within a certain timeframe, to the right person is critical to the profitability of this print provider’s customers. “Our customers need the dependability factor offered by Pitney Bowes,” he states. “It’s great to offer cost-competitive services, but if the mail piece doesn’t land at the right time, why do you do it? We want our customers thinking this is a very predictable business model, which it has proven to be.” IntelliVIEW provides tracking and transparency so customers never have to worry and have confirmation throughout the internal process.

In fact, Pitney Bowes has exceeded the company’s expectations according to the vice president: “When we started this project, we envisioned that it would require a lot more hands-on time. But for the most part, it just flows. It’s easy.”

Technology used

- Direct Mail Presort Solutions
- IntelliVIEW™

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Benefits

For this print provider, the benefits gained from the Pitney Bowes solution have been many, going well beyond the obvious financial benefit of greater postal discounts.

Managing complex USPS® regulations, which change frequently, is a well-known sore point. With Pitney Bowes handling all the details through its workshare partnership with the USPS, the company is relieved of that burden and can focus on its core print and fulfillment business.

Having Pitney Bowes as a partner also gives it a competitive edge when it comes to attracting customers. "Now we can play with the big boys," the vice president remarks. "Knowing we can offer this service means we can look at a different kind of potential customer and bring in new opportunities."

It also means the company can scale up easily when the demand arises. "We have a new project in the works that could double our volume overnight. That's something we just couldn't do before," he adds.

Ensuring quality

Quality is extremely important to this print provider, and quarterly reviews with the Pitney Bowes team help keep a close eye on that. The vice president is of the opinion that Pitney Bowes sortation is gentle, so mail pieces arrive in better condition.

The print provider is also freed of the onerous back-end labor previously required to prepare many hundreds of trays of material for shipment. Now Pitney Bowes handles and moves it, saving time and labor costs. "We don't have to work so hard on the back end getting things ready to mail," says the vice president. "And we don't have to move it. Two hundred runs per year in a big truck adds up."

Overall, he estimates that the company is at least 10 percent more operationally efficient thanks to Pitney Bowes. What's more, during peak times the company can push higher volumes through more easily.

Long known for offering fast, reliable printing, competitive pricing and superior customer service, today, this print provider can also be a single-source provider for its nationwide customers.



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