

Insurance broker reduces risk through improved oversight of 75,000 monthly mailings.

Client profile

Johnson & Johnson
jjins.com

- Insurance broker serving the Eastern United States
- Mails around 75,000 documents each month



Overview

Since 1930, insurance broker Johnson & Johnson has served consumers and companies on the U.S. East Coast. The business has a high mail volume, including policies and other documents. It previously used a third-party service provider that did not offer adequate visibility into details of each mailing. Johnson & Johnson switched to Pitney Bowes® Mailstream On Demand. Now, the company can see when each document was sent, as well as exactly what the mailed item looked like. This visibility streamlines staff responses to customer inquiries and legal requests, and enables them to focus more attention on the company's core business of insurance.

Business challenge

Johnson & Johnson serves as an intermediary between independent agents and carriers of both personal and commercial property and casualty insurance. As such, the company sends around 75,000 pieces of mail each month, ranging from new policies, renewals, and endorsements to invoices and notices of cancellation.

"There is no way I could handle that volume internally by myself," says Angela Williams, Mail Services Manager for Johnson & Johnson. "We have outsourced most of our printing and mailing processes for many years." Unfortunately, a couple of years ago, Johnson & Johnson's mail service provider was no longer meeting Williams' needs.

"There's no amount you could pay me to go back to my old vendor with the resources and savings Pitney Bowes Mailstream On Demand is providing."

— Angela Williams, Mail Services Manager, Johnson & Johnson

Customer satisfaction for the insurance broker depends on timely delivery of crucial documents. Responding to inquiries about when a specific item mailed — questions from insurance companies and customers, agents, and internal colleagues — is one of Williams' key responsibilities. But in the legacy environment, once she sent files to the third-party provider, the processing became completely opaque. "We were doing our part to ensure documents mailed on time, but we had no way of knowing when they went out the provider's door," Williams says.

Technology used

- Mailstream On Demand

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— Angela Williams, Mail Services Manager,
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Solution

Johnson & Johnson had long used Pitney Bowes® equipment in its internal mail department. When Williams began looking for a new service provider, her Pitney Bowes representative provided a demo of Mailstream On Demand.

Williams was immediately sold on the solution’s ease of use and visibility. She worked with IT to have Johnson & Johnson’s policy administration software automatically generate PDFs of documentation and place them in a new “hot” folder on the internal network. Next, Pitney Bowes configured Mailstream On Demand to monitor that folder. When it finds new PDFs there, it queues the PDFs to print and send at a discounted rate.

Williams reports that Mailstream On Demand is an upgrade in many ways, including speed, reliability, and cost. The previous mailing outsourcer was providing a minimal discount on each item sent. By contrast, Pitney Bowes provides Johnson & Johnson with a substantial 20 percent savings on postage costs.

Most important, Williams now knows exactly when each document is mailed. “I get a notification when Mailstream On Demand receives the file,” she says. “If there is a problem with the file, I get a notification that provides such granular detail, I can see exactly which document is causing the problem. Throughout the production and mailing process, I can see where a file is, and once it’s mailed, I can see exactly when it went out.”

Benefits

Now, Williams performs spot checks to make sure mailings are leaving the Pitney Bowes facility in time to meet their internally designated delivery targets. She also performs regular quality-control inspections to confirm that documents have no formatting issues.

“Through Mailstream On Demand, I can see what the finished product looks like when it goes out the door,” she says. Previously, she would know about formatting problems only if a customer called. “The visibility in Pitney Bowes Mailstream On Demand enables me to be proactive rather than reactive if there is an issue, and to save customers time and aggravation.”

A recent situation emphasized how crucial this visibility can be. “A claim resulted in a lawsuit,” Williams explains, “and the lawyer wanted details on how and when we notified the customer of information related to the claim. Mailstream On Demand gave me the tools to show the lawyer that we did everything we could to provide that information in a timely manner. I had an image showing exactly what the documentation looked like, along with the date and time it was delivered to the postal service.”

According to Williams, this visibility is key to serving customers and protecting the organization. “There’s no amount you could pay me to go back to my old vendor with the resources and savings Pitney Bowes Mailstream On Demand is providing,” she says.



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