

# Presort Services helps Unum drive efficiency through consolidation.

---

## Client profile

- Founded in 1848
- Serves the needs of 175,000 businesses in the US and UK
- Provides benefits for a third of Fortune 500 companies

---

## Overview

For 160 years, Unum has served as a leading provider of financial protection benefits in the US and the UK. Businesses count on Unum to help build robust benefits packages, provide absence management services and keep them informed of emerging trends in employee benefits.

As the company continued to drive growth, they began to seek ways to improve business efficiency. One option was to presort their mail. In the U.S., across three facilities, Unum operated a multi-vendor hybrid presorting strategy for its First-Class Mail® and was seeking solutions to reduce costs, further increase customer satisfaction and gain visibility into mailings.

---

## Business challenge

Unum's mail strategy did not enable them to gain visibility into their mailings as part of their customer communications strategy. They needed to reduce operating expenses and implement a consolidated presort strategy which would drive efficiencies across all operations regardless of location. As part of the assessment phase, Unum identified that the smaller, more local vendors they were using lacked the robust systems needed for tracking and reporting. Over time, they began to question their vendor's ability to deliver.

Unum needed:

- a consolidated presort strategy.
- an outsourcing partner that they could trust.
- a single presort provider to drive down costs.
- advanced reporting tools, tracking and delivery validation.

*"From day one, Pitney Bowes Presort Services accommodated our specific process requirements and their partnership has allowed us to maximize our postage budget while improving overall service. Pitney's size and national presence also provides us with geographic options for disaster recovery and business continuity."*

—Watkins Cannon  
Director of Business Alignment

---

## Technology used

First Class™ Presort

*“Pitney Bowes Presort Services has done a great job of understanding our specific business needs when developing this solution. They continue to partner with us on supporting current processes and helping to innovate efficient solutions for future business needs.”*

—Michael Coffman  
Director of Operations



---

For more information,  
visit us online:  
[pitneybowes.com](http://pitneybowes.com)



---

## Solution

Unum chose Pitney Bowes and worked closely with their experts to create an innovative presort solution. The team:

- **implemented a single consolidated presort strategy.** By providing one point of contact for Unum, accountability, customer satisfaction and business efficiency were all increased.
- **maximized postal discounts.** Utilizing its regional Mail Exchange network, Pitney Bowes Presort Services enhanced mail delivery and optimized postal rates with fixed-guaranteed pricing. This solution enabled Unum to generate deeper postal discounts and increase customer service. Pitney Bowes logistics solutions let Unum schedule flexible pick up times and delivery to fit within its overall business strategy. Pitney Bowes improved the efficient induction of mail into the USPS® mailstream.
- **benefitted from advances in software.** Access to Pitney Bowes Presort Services advanced software helped Unum to be in compliance with industry mandates in addition to the latest USPS standards, including Intelligent Mail® Barcode processing, Move Updates and Corrections.
- **built a business continuity program.** Mail is safe and secure with Pitney Bowes Presort Services state-of-the-art data backup and reporting. Plus, Presort Services has a large network of operating centers, which adds flexibility and contingency capabilities.

---

## Results

- \$600,000 savings annualized
- Pitney Bowes presorts, processes and delivers approximately 1.4 million pieces of First-Class Mail® for Unum per month
- Simplified workflows and maximized postal discounts for First-Class mailings
- Cost and efficiency gains from elimination of their internal presorting operation
- Proprietary reporting process
- Savings from the presort solution is exceeding client's projected net savings—and is around \$50,000 per month in the first three months
- Monthly customer read rate volumes of 97%

---

**United States**  
3001 Summer Street  
Stamford, CT 06926-0700

Pitney Bowes and the Corporate logo are trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners.  
© 2013-2015 Pitney Bowes Inc. All rights reserved.



15ENT00401\_US