

OL™ Connect Send

Ad Hoc Print and Mail Consolidation / Mail Optimization

This Objectif Lune customer prefers not to be named.

ABOUT THE ORGANIZATION

A local government authority based in the UK originally purchased PlanetPress back in 2006. They used the OL solution to process print and mail runs of 1.2 million documents from a variety of sources, including their revenues and benefits sector.

Region: UK

Industry: Public sector, local government

Document Type: Structured and unstructured

Identifying the Opportunity

Shortly after the implementation of PlanetPress, the local authority considerably reduced the costs associated with its print and mail work. Within the first few months of the completed installation, they were half way to achieving their return on investment, giving serious credibility to the OL solution.

Once they trusted the OL solution and began to quantify the impact that PlanetPress had on their business, they wanted to look at other areas of the business to improve and reduce further costs.

The local authority was processing 2 million additional unstructured documents a year, from a variety of sources and areas of the business. This is when Objectif Lune's ad hoc mail consolidation solution, OL Connect Send, was suggested to work alongside the existing OL solution to truly optimize their print and mail.



Before

THE ISSUES

- High cost of human labour to manually process documents
- High postal costs and no access to additional discounts
- Time associated with manually printing, inserting and filing
- Pre-printed stationery costs and lack of consolidation
- Unnecessary franking machine maintenance costs

The Solution: OL Connect Send and ad hoc mail consolidation.

Now with OL Connect Send, the organization has taken ownership and centralized the ad hoc mail from different internal departments and merged it into the regular structured mail workflow. The print room is now responsible for all inbound and outbound mail and there is a better quality control process and improved mail integrity

Most print rooms are rationalizing their head count. The local authority has increased its head count and the OL solution has led to job retention and additional opportunities for employees.

Now

THE BENEFITS

- Soon to be C9 certified, allowing for access to even better postal discounts
- Access to ad-hoc work from other local authorities as they could become a downstream access provider
- Consolidated and rationalized all pre-printed stationery costs
- Elimination of high costs associated with maintaining franking machines
- Significantly reduced labour-intensive tasks related to processing the document
- **Saved over 500,000 pounds a year on mail alone, allowing for a return on investment within two months**