



**Mail is an important part of any business communication and still represents 53% of transactional communications. Optimize your mail room and start to offer your customers options for email and Web communications.\***

## Not enough time to do it all?

Mail room managers need to ensure that the mail is sent on time. They struggle with challenging requests and still have to satisfy internal and external customers. In addition to large mail runs, there are many one-off mailing requests. Manual handling of these tasks is repetitive, mundane and costly.

**43%** of print and mail room managers want to reduce costs and improve speed.\*\*



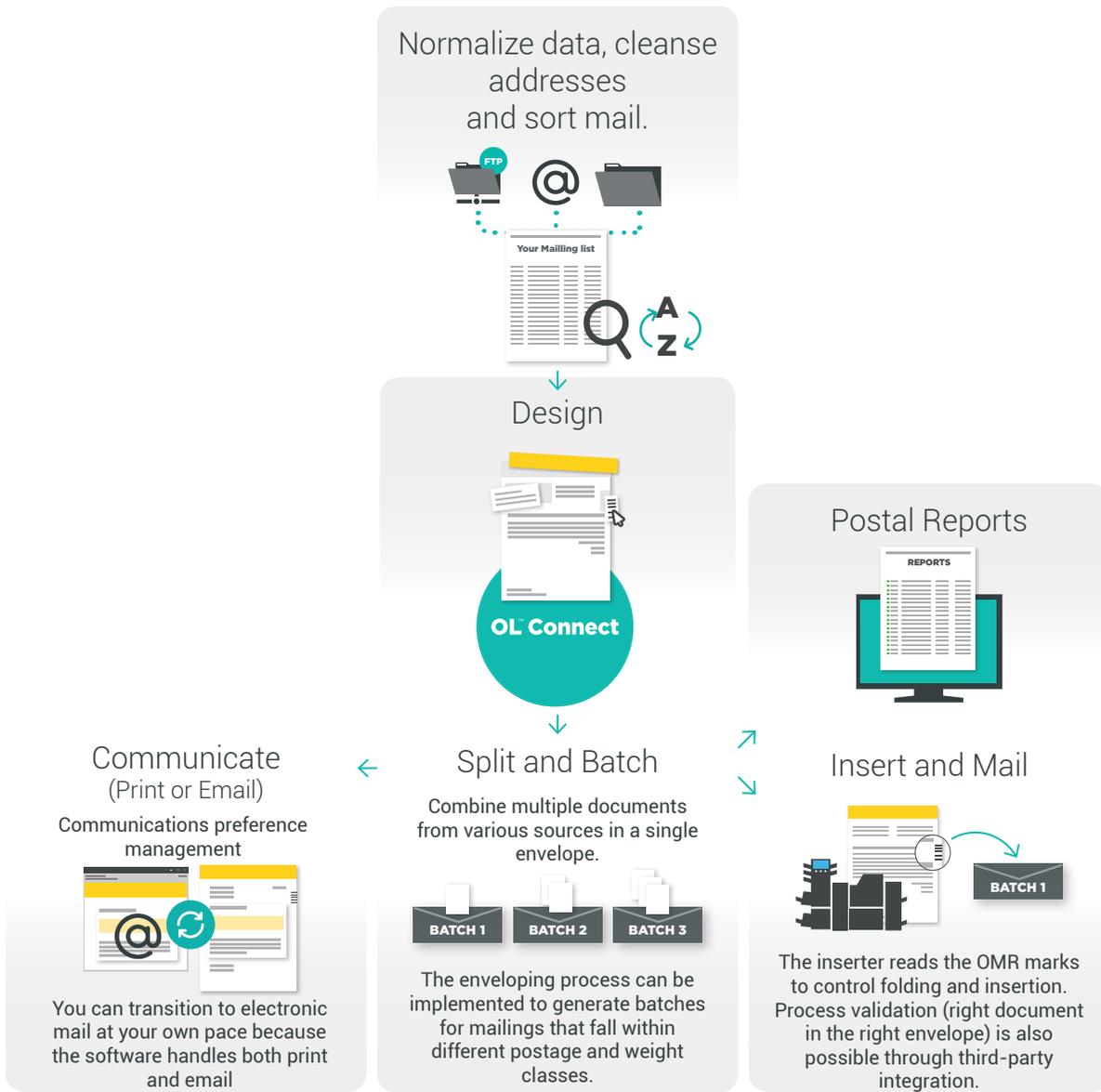
## Finding it hard to optimize your mail?

Sending mail is expensive, managing returns more so. But several optimization options are available. Clean addresses by integrating with third-party solutions to ensure you never mail an invoice that comes back unpaid again. Sort the mail for the post office and receive a discount. Restructure your mail pieces to reduce pages and weight, for even more savings.

## Do you struggle with mail integrity?

Mail integrity is critical for business compliance. Manual mailing processes are expensive and error-prone. There is no guarantee that the right document is in the right envelope. To try to ensure this, often many hours are spent manually checking the output against the source data. All these processes can be automated.

# Introducing Smarter Outbound Mail Optimization



"We had many processes that imply high error prone tasks. These tasks took up to 3 days but we turned it to automated tasks that take now 15 minutes. It's been unbelievable. We have been saving so much time. It's not all necessarily big jobs but it does make a difference."

**Rick Loiben**  
AON, Operations Manager



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