

Analysis Eliminates 93 Percent of Direct Mail Program Variations

Situation

A global technology, media and financial services company was seeking ways to grow its service warranty business, while also reducing costs associated with various direct mail programs. The company mailed over 22 million pieces each year to support various programs and challenged Taylor to identify efficiencies that would produce cost and time savings. The client was also unsure how to accurately track response.



Solution

After analyzing the client's current mailing programs, we proposed a number of initiatives to increase efficiencies and reduce costs. Based on delivery tests we suggested using standard mail instead of First-Class. In addition, we recommended strategic consolidation from various direct mail programs to realize production and mailing efficiencies, as well as significant postage savings through commingling of mail with other clients. By grouping form and envelope variations, Taylor also found ways to eliminate duplication to further reduce costs and increase efficiency.

Benefits

As a result of the solutions we proposed, the client realized the following:

- A 93 percent reduction in the number of direct mail programs
- An 87 percent reduction in form and envelope variations
- An 80 percent reduction in the number of data files to be processed each week
- A 35 percent increase in renewal response
- Significant reductions in postage costs