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Focus On:

Banking

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Financial Services

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Automobile

Case Study:

Maximizing InHome delivery improves customer satisfaction and campaign ROI

Problem

A major financial services firm faced serious problems with its invoice mailings and direct mail campaigns:

- **A significant number of invoice mailings arrived InHome after the due dates.**
- **Many customers who had already mailed their payments to the bank nevertheless received automated delinquency calls.** These calls cost the firm as much as fifteen dollars each, and angered good customers.
- **The firm was mailing campaigns in larger volumes than its call centers could handle.** This was counterproductive. Potential customers encountered unacceptably long wait times. They hung up before their calls were answered, losing the firm conversions and diminishing the campaign's ROI.

Solution

The financial services firm turned to the leader in mail management and tracking, GrayHair Software. MailTrak™ from GrayHair enables companies to track and measure delivery times and InHome dates. MailTrak produces reports that:

- Show when and where each piece of mail enters the mainstream.
- Identify the USPS facilities that process it and the actual processing times for each facility.
- Show when and where the mail exits the mainstream for InHome delivery.

This information enables a company to:

- Distribute its mailings through the most efficient facilities.
- Schedule its mailings to achieve InHome delivery windows.
- Before receiving payments and response cards, know when customers have put them in the mail.

MailTrak makes use of a PLANET code or Intelligent Mail Barcode (IMB) imprinted on the address block of a mailing or reply piece. The USPS scans these codes each time the mail enters and exits a processing facility. GrayHair downloads this raw data from the USPS and into its MailTrak software. Sophisticated, proprietary algorithms in MailTrak turn this raw data into easy to understand reports customized for a company's specific needs.

continued

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Benefits

Like an X-ray, the MailTrak reports made the progress of its mail through the mail system transparent to the financial services firm. With this knowledge, the firm has:

- **Rescheduled its invoice mailings to arrive InHome before the due dates.** The MailTrak reports revealed congestion in the postal system that added two full days to cycle time. Using the hard data in these reports, the firm held meaningful dialogs with the USPS to resolve the issue, achieving on-time deliveries.
- **Suppressed unnecessary automated delinquency calls for customers whose payments are in the mail.** GrayHair helped the firm print PLANET codes on the address blocks of customer payment coupons. Tracking several million statements each month, MailTrak's reports show which coupons enter the mail stream each day. The firm has significantly reduced its automated caller expenses, and increased its customer satisfaction.
- **Balanced its direct mail campaign schedules to match its call center capacity.** As a result, the wait times have been significantly reduced. With fewer callers hanging up, the center associates convert more callers.

The cost of MailTrak is only \$1.85 per 1,000 mail pieces, or \$1,800 per 1,000,000 pieces. By comparison, the cost of postage alone for one million pieces of First Class mail is \$410,000.

With improved mailing efficiency, improved customer satisfaction, and control of the InHome window, MailTrak has produced significant ROI for the financial services firm.

About GrayHair Software

GrayHair Software, Inc., is an independent, enterprise-wide Confirm service provider. With more than ten years of mail tracking experience, GrayHair is the largest provider of USPS tracking services. GrayHair processed more than 25 billion tracking scans in 2006, and project 35 billion for 2007. The company tracks mail for the largest banks and credit card issuers in the US, works with almost every significant mailer in the US, and is the preferred vendor of the largest mail houses, printers, and letter shops.

GrayHair provides capabilities available nowhere else, including exception reporting, rules-based reporting, and fraud reporting. Founded and managed by executives from the industries it serves, GrayHair views things from the mailer owners' perspectives. GrayHair has developed over 400 different scan data report formats to meet the varied needs of different industries and types of mailers. Clients benefit from clear, *actionable* reports that enable them to develop effective mail campaigns and manage their InHome windows.

GrayHair Software's president, Cameron Bellamy, is the foremost expert in the US on the USPS CONFIRM Program and PLANET coding. The executives of GrayHair are active members of the major standards committees, including MTAC, Mail.dat, and Confirm. GrayHair Software is building the future with the postal service, partnering with clients, creating a more intelligent process for tracking campaigns while optimizing response rates.

