

PSP Heeter improves efficiency, delights customer



"The enhanced services we now offer and our partnership with GMC Software have resulted in significant revenue increases within all aspects of our service offerings."

**Steve Cousins,
Vice President of IT, Heeter**

Project at a Glance

Challenge

Print service provider (PSP), Heeter, needed to streamline its internal processes to speed its clients' time-to-market. They wanted to focus on automating file transfer management and booklet creation, both of which were manual (and therefore error-prone), took too long, and came at too high a price.

Solution

Heeter integrated an email delivery application, GMC Inspire™ Messenger, to automate internal and external communications and streamline notification workflow. Writing files directly into Heeter's database when they were received meant the production process could start immediately, without human intervention. In addition, Heeter used GMC Inspire's booklet maker capability to achieve aggressive time-to-market and cost savings for an insurance industry client. Automating the creation of a sleek, full-color welcome kit out of what used to be 20 pick-and-pack pieces, afforded significant postal savings to the client and smoother assembly for Heeter.



Results

- Reduced processing time for client notifications from 6 hours to 15 minutes
- Eliminated the need for outsourcing email delivery, offering in-house control and agility
- Combined numerous documents, including those required for regulatory compliance, into one on-demand, full-color book, without having to hire temporary manual labor
- Postal savings of up to \$750,000 on a single campaign
- Campaigns are delivered within 2 days, instead of 2 weeks

Based in Pennsylvania, Heeter has been in operation for over 70 years, offering print, direct mail, fulfillment and digital services to the mid-Atlantic region and beyond. They have particular expertise in the casino, health insurance, retail, pharmaceutical and education markets.



"We partnered with GMC Software because they have proven that they are willing to stay ahead of the market curve."

Managing files, mismanaging time

Like many PSPs, Heeter receives 200-300 files each day from different clients. Bringing these files into the production workflow required a process very familiar to those in the industry: an employee downloaded the file from an FTP site, placed it into the right client folder, pre-flighted the file and then alerted appropriate staff and the client that the file was received. It was a process that could take anywhere from 1 hour to 6.

Heeter determined that they needed to streamline their own internal processes if they were going to improve their clients' speed-to-market. They needed a more efficient and accurate way to manage file transfers, and to notify clients that files had been successfully received. Their partner, GMC Software, suggested that Heeter test the GMC Inspire Messenger application as an automated hub for all communication to internal and external clients. Messenger uses the cloud so companies can engage customers electronically and, in this case, streamline the notification workflow.

Now there's time to spare

Now, clients upload files directly to SecurePRO, Heeter's SFTP site, and instead of waiting up to 6 hours for a human to check in, every 15 minutes an automation solution, coupled with Messenger's email delivery system, alerts both Heeter's production team and the client that the files were received. In addition, it begins the production process by writing the files directly into Heeter's database.

Deployed by Heeter in 2014, this forward-thinking PSP has fully integrated Messenger into its workflow, using it for all internal, automated emails, as well as for sales, sending collateral, and client email blasts, which Heeter used to outsource.

"We partnered with GMC Software because they have proven that they are willing to stay ahead of the market curve and collaborate with us to deliver cutting edge solutions. We value the relationship we have built with them," says Steve Cousins, Heeter's Vice President of IT.



The whole kit, in one piece

A GMC Inspire facility for many years now, Heeter uses other components of GMC Inspire to provide tremendous cost savings to both clients and the company. For instance, when a large regional health insurance company (that serves more than five million members) approached Heeter with the desire to reduce costs for its open enrollment kits, Heeter—and GMC Software—were ready.

“Sending out these kits was very expensive; they were about three-quarters of an inch thick and had up to 20 inserts that needed to be collated by hand into a pocket folder and envelope. It was very complex and required traditional offset to create each piece; print, warehouse and insert them. Being so large, the majority of mail pieces qualified for either Bound Printed Matter or Priority Mail. Due to the slow nature of Bound Printed Matter, and the fact that the client had outbound call centers poised to call customers who received the kit, the majority of the mail was sent at Priority Mail rates to ensure quick delivery, further compounding the expensive cost of production,” says Cousins.

Utilizing GMC Inspire and its booklet maker functionality, Heeter is combining the majority of those inserts into a printed on-demand book that incorporates full color and personalization, geocoding, and more targeted messages, which has reduced page count and weight.

“The whole book is printed on demand, so it’s saving the customer on warehousing, and from a printing perspective, it also represents a massive postal savings because the weight has been significantly reduced. The postal savings on this one campaign alone is about half a million to three-quarters of a million dollars. It’s definite progress,” remarks Cousins.

Cost savings for PSP and their customers

The cost savings for Heeter are tangible as well. They used to hire a significant number of staff members during open enrollment to hand-insert the kits. Now they print them with color digital presses and automate the stitching and inserting into a normal flat envelope. Heeter only needs two people to run each inserter and no temps. Accuracy is way up since the risk of a human accidentally omitting a piece from the kit no longer exists.

“From our client’s perspective, where insurance documents have aggressive and strict deadlines, this change to their open enrollment kits is extremely valuable. Not only are we meeting their need for cost savings, but kits are getting into recipients’ hands faster, in two or three days rather than a week or two,” Cousins says.

GMC Inspire also affords Heeter the opportunity to deliver documents over multiple channels. This flexible, scalable solution provides secure delivery. It accommodates one-to-one customer communications as well as millions of emails per day, and ensures branding, regulatory, and compliance language consistency. When Heeter's clients are ready to engage with their customers via email, mobile applications, text messages and even social media sites like Facebook and Twitter, Heeter will be ready.

"The enhanced services we now offer and our partnership with GMC Software have resulted in significant revenue increases within all aspects of our service offerings," Cousins shares.

With a minimal upfront investment, GMC Inspire Messenger is perfect for projects of any size.

"Kits are getting into recipients' hands faster, in two or three days rather than a week or two."

Ready to exceed your customers' expectations?
www.quadient.com



quadient
customer experience. activated.

Quadient, a Neopost company, provides technology that enables organizations to create better experiences for their customers through timely, optimized, contextual, highly individualized, and accurate communications for all channels. Our solutions are used by thousands of clients and partners worldwide to activate their organizations in the name of customer experience.

© Quadient | www.quadient.com | Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Mexico, Netherlands, Poland, Singapore, South Korea, Spain, Switzerland, Taiwan, United Kingdom, United States.