

## CUSTOMER COMMUNICATIONS in FINANCE

A SynTel™ AutoMail® PRO application, running on two Pitney Bowes® DI950 FastPac™ Inserting Systems, automates and streamlines delivery of customer communications, resulting in significant postal savings.

For a southern regional bank, Pitney Bowes and SynTel helped the bank to manage a dramatic increase in customer communications. The solution allowed the bank to reduce mailing costs and increase productivity.

### CASE STUDY



### SUMMARY

A southern commercial bank, with branches in two states, provides personal and commercial banking services. The regional bank offers private and corporate accounts, mortgage and retail loans, certificates of deposit, credit cards, personal lines of credit, corporate cash management, retirement accounts, and online banking services.

With a recent merger, one of the more local banks experienced a significant rise in the number of annual and quarterly customer mailings. For years, the company had utilized an automated mail production application that had saved them thousands of dollars a year in postage and labor costs. But the existing application couldn't handle the additional demand for mailing statements to customers. "To continue to save on postage costs, we needed to increase our mailing capacity by as much as two-thirds — which is a big jump — without losing any speed or efficiency," recalls the Vice President of Operations.

#### The Challenge

The bank turned to long-time business partners Pitney Bowes and SynTel for help. For six years, SynTel's AutoMail® PRO,

running on two Pitney Bowes DI950 FastPac™ Inserting Systems, had proved to be an amazing solution that helped the bank streamline the production and delivery of mail. AutoMail's automation capabilities had helped them realize tremendous time and money savings. At the same time, the Pitney Bowes DI950 and software had help them to reduce labor costs, reduce mail delivery times and increase overall mailing efficiency.

When the merger took place, the number of customer accounts climbed from 30,000 to 50,000, well beyond what the original AutoMail was authorized to handle. Without assistance to manage the higher demand, the institution faced increases in postage rates and mailing labor costs.

Both SynTel and Pitney Bowes stepped up to the plate. SynTel agreed to reauthorize the original AutoMail application, helping the bank make a smooth transition to handling additional customer accounts. Meanwhile, Pitney Bowes helped with an updated bar code in the DI950 and upgraded software that added new functionality to the bank's mailroom, such as multiple "stuffers" inserted into

### Challenge

On the heels of a merger, a commercial bank needed to update and upgrade its mailing room system to handle an additional 20,000 customer accounts and, in turn, realize labor and postage cost savings.

### Solution

SynTel AutoMail® PRO software running on two high-capacity Pitney Bowes DI950 FastPac™ Inserting System helped the bank prepare, fold, insert and mail regular communications for an expanded 50,000 customer base. Based on a low .09 per piece cost, the solutions helped the bank save tens of thousands of dollars a year in labor, equipment and postage costs.

envelopes. "Whatever business problems we faced since the merger, Pitney Bowes and Syntel have come up with time- and cost-saving solutions," said their VP of Operations. "They do a great job."

#### **Automation pays dividends**

Going further, the head of operations explains that to mail the company's regular customer statements, it would normally cost about 42 cents per piece if the bank were to manually put everything together and use a meter. With AutoMail, there is no need to meter the mail because it is processed with a permit; in addition, the mail is processed with the Intelligent Mail barcode, which reduced the postal cost by 9 cents an envelope. This lower per-piece postage rate has resulted in significant savings on mailings — a 20% annual savings on quarterly savings statements and 24% annual savings on direct deposit statements. Factoring together the postage savings with labor and equipment savings, and the AutoMail/DI950 system has helped the bank to "save tens of thousands of dollars a year."

#### **Increases accuracy, efficiency**

AutoMail PRO functions as a preprocessor and fits seamlessly into the institution's document production environment, eliminating the need for third-party processors. Moreover, AutoMail is able to calculate dissimilar weight mail pieces and assign the appropriate postage. The software also verifies addresses, calculates and quantifies postage, and

reduces the work involved in preparing mailings, "bringing tremendous cost efficiencies to the mailroom," they claim.

They also note that AutoMail also updates its address file regularly, allowing the bank to keep up with new and changed addresses. Errors in a manual mailing process wastes time, but "AutoMail has cut our address errors to almost nothing," says their head of operations. "That saves time spent in looking up and verifying data."

### **RESULT**

#### **Raising mailroom productivity**

Pitney Bowes' high-capacity DI950 inserter is designed to meet the demands of high-end mailers, such as those in the financial area. "It gives us the speed and flexibility we need to easily prepare thousands of mail pieces, with greater accuracy and reliability," says the VP of Operations. "It practically runs itself."

Looking ahead, the bank plans to implement a Pitney Bowes pre-sort solution in the DI950 that will save 2.6 cents per envelope on 300,000 customer communications a year. Their conclusion: "In every facet of our mailroom operation, Pitney Bowes has helped us save large amounts of money and time, and that's the bottom line."

**"SynTel AutoMail PRO provides the automation we need to improve accuracy, reduce expenses and cut the time spent on processing customer mailings."**

Vice President, Operations & Facilities

## **The Pitney Bowes Advantage**

**The Bank was able to reduce costs, improve productivity, and improve reliability in the mailroom, thanks to complementary solutions from Pitney Bowes and SynTel.**

**Every connection is a new opportunity™**

 **Pitney Bowes**

World Headquarters  
1 Elmcroft Road  
Stamford, CT 06926-0700  
800-322-8000  
[www.pb.com](http://www.pb.com)

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