



## ABOUT UCR

UCR Santé is the leading broker specializing in personal health products, with a network of at-home consultants. Founded in Saint-Quentin in 1988, UCR has become one of France's top brokerage firms. In fact, of the more than 3,000 brokers in France, UCR is No. 39 (Argus 2006), all specialties combined, the No. 4 broker specializing in personal health and the No. 1 broker specializing in personal health with a paid sales structure.

For more information, visit  
[www.ucr.fr](http://www.ucr.fr)

## PROPOSED SOLUTION:

- PlanetPress Suite
- DI900
- DM860

## ADVANTAGES :

### Lower printing costs

- Grouped mailings
- Lower volume of paper and envelopes

### Postage cost savings

- Reformatting of addresses according to Courier Industriel standards
- Postage reduced from €0.46 to €0.41

### Process optimization

- Equipment designed to manage high volumes
- Automated sorting and collating of mailings

### Improved corporate image

- Fewer mailings to the same client

## Postage savings of more than €10,000 in just eight months!

*With help from Pitney Bowes and PlanetPress Suite, UCR Santé is optimizing its production and mailing processes and significantly reducing its postage costs.*

UCR, a personal insurance brokerage firm that has been in business for over 20 years now, sells and manages complementary health coverage and insurance products for over 60,000 members. Managing contracts, benefits, certificates from third-party payers, premiums and other documents involves a considerable volume of client communications. As such, the processing, production and mailing of these communications entails enormous printing and postage costs.



David Lefebvre, head of UCR's IT department

Further to a management integration policy, UCR did a comparative cost-benefit analysis between the outsourcing and the internal management of client mailings. One of UCR's requirements was the ability to quickly add to its regular mailings, as needed, promotional inserts or other documents, an option that is not available from outsourcing services.

UCR therefore decided to reinternalize the formatting and mailing of documents such as reimbursement statements and direct-payment cards, thereby adding another 20,000 mailings to the 5,000 monthly mailings already being processed internally. This increase in volume prompted the company to review its mailing methods and update its equipment, which included the DI380 and DM500 inserting systems, which were better suited to lower volumes. UCR asked Pitney Bowes to find a solution to help it manage the heavier workload.

Representatives at Pitney Bowes not only helped UCR to optimize its inserting process with equipment designed to process high volumes, but also proposed PlanetPress Suite as an integrated solution for automatically sorting and collating client mailings, thereby reducing print volumes. This solution also enabled the company to reformat address blocks to meet French standards and thereby significantly reduce its postage costs. According to David Lefebvre, the head of UCR's IT department, «in eight months, the company has saved over €10,000 in postage costs alone!»



Libellé Fourchettes	Prix de base	Base après Déductions	Non-remboursé T.M.	Complément Part. Compl.	TOTAL R.O. + Compl.
TOTAL					

Merci de bien vouloir faire cette prise en charge au N° de fax suivant  
 **03.27.83.01.96**  
 En cas de besoin de notre service de toujours nous donner satisfaction, veuillez agréer Madame, Monsieur, l'assurance de nos salutations les meilleures.

Thanks to PlanetPress Suite, UCR can now insert several types of mailings to the same client into a single envelope. Before the documents are sent for printing, PlanetPress Suite groups the various documents by member number, reformats the address according to Courrier Industriel standards, selects the appropriate appendices, applies a barcode, and sorts the batches by department or even postal code. The documents are then printed on letterhead and inserted into an envelope; postage of €0.41 — instead of the previous €0.46 — is then applied. By grouping mailings, UCR has also improved its corporate image; instead of three different mailings in a single month, clients now receive just one.

Also thanks to PlanetPress Suite, the company is now looking at the possibility of grouping other types of documents together with the monthly reimbursement statements, as well as communicating with clients by email rather than regular mail, which would further optimize its client relations.

### PLANETPRESS. SUITE

**Production and printing of customized documents, automated collating and distribution of documents by mail or fax, and simultaneous archiving.**

PlanetPress Suite is a complete software solution that enables companies to create customized business documents, and offers advanced print management and distribution features. Documents created with PlanetPress Suite can be printed on all types of printers, archived, and emailed or faxed using a sophisticated distribution management process.

Its ease of use, affordability and open architecture make it the ideal solution for companies seeking to enhance, produce and distribute variable-content business documents.

For more information, visit  
[www.objectiflune.com](http://www.objectiflune.com)