



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

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.

