

OL[®] Connect Send

Ad Hoc Mail Consolidation
Receive, print and mail in one click!

Use Case | **Print service provider, United Kingdom**

This Objectif Lune customer prefers not to be named.



About the Company

Print Solutions has been in the business of providing print and mail services for more than 20 years. The company has 50 full-time employees on staff and serves a client base that includes a number of prominent businesses.

Over the past few years, order volumes from Print Solutions' clients have been on a downward trend.

Region: United Kingdom

Industry: Print

Who was involved?

All work was completed by the OL project team

Customer: IT Manager

OL: UK manager, technical consultant & post-sales team



The Challenge

Time inefficiencies in regards to small print jobs

In an effort to maintain its print volumes, Print Solutions focussed on acquiring more and more clients.

However, rather than being able to count on these new clients for a flow of recurring orders, they were being asked to handle smaller, time-consuming one-off jobs.



Before

The Issues

- Clients had a hard time submitting mail merge jobs, they used digital media like CDs, USB keys, FTP, email, etc.
- Receiving jobs via digital media meant a great deal of time was lost on various minor handling tasks that added no value.
- Clients had no way of previewing the final version of their documents prior to printing.
- The high cost of processing made it impossible to offer better pricing to smaller clients.
- Print Solutions' revenue growth potential was at risk.

OL[®] Connect Send

Use Case | **Print service provider, United Kingdom**



The Solution

New opportunities with OL[®] Connect Send technology

Ultimately, Print Solutions turned to Objectif Lune and its ad hoc mail consolidation solution, an all-in-one solution to automate the delivery, receipt, and processing of small and medium ad hoc print jobs.

By using ad hoc mail consolidation, Print Solutions lowered its administration costs, making it possible to offer mail outsourcing services to small- and medium-sized businesses, and gain access to a whole new lucrative market sector.

Consolidation

- Print Solutions receives pre-approved, print-ready documents
- Receiving ad hoc documents or mail merged jobs no longer causes hassle because they are all consolidated into their regular print process, increasing overall print volume without the overhead



After

The Benefits

Improved user experience

- Print Solutions' clients no longer send any mail themselves because it is now easy to send one-offs along with mail merge and other print jobs.
- They submit ad hoc and mail merged documents, both one-off and recurring, remotely just by printing them directly from their desktop computers.
- Thanks to an intuitive web-based interface, they can select a number of options in advance, including letterheads, inserts, envelope size to view the address in its window as well as other options.
- These selected options can be previewed – in real-time – directly from their desktop, before approving the job for printing.

Better control

- Print and mail projects are automated (batched, grouped, sorted, inserted into envelopes and mailed)
- Clients receive real-time updates on the status of their mailings