What is Ad Hoc Mail?

Ad hoc mail comprises small batches of documents (mail merged, one-off letters, etc.) destined for mail. These documents are often created in word processors, such as Microsoft Word, and printed locally in different departments, services, branches, or remote offices.

Ad hoc mail is a highly manual process that usually requires printing a document, signing it, placing it in an envelope, and franking it before posting.

Ad hoc mail documents represent an opportunity for both internal and external print services to increase and/or centralise printing. However, handling these print jobs can be problematic and expensive unless the right solution is in place.

An ad hoc mail solution can be used by:

Internal print rooms or corporate reprographics departments (CRDs), to centralise the printing of small documents created by office or remote users. This removes the need for users to print and mail documents themselves.

Print Service Providers (PSPs) for processing small print jobs from external customers and increasing their print volumes.

Smarter Ad Hoc Mail

What are the main problems?

According to AIIM, 43% of printshop and mailroom managers want to reduce costs and increase speed.*

A Quocirca study revealed that home workers miss the office print functionality to which they are accustomed.**

* Source: AIIM   **Source: Quocirca Home Printing Trends 2021

Why is Ad Hoc Mail Critical?

Documents play a vital role in every organisation. From invoices or account statements, to customer correspondence, the volume of transactional communications printed and mailed each year is significant. The cost of printing and mailing one-offs or small batches of documents however, is overlooked or unknown by most organisations.

In this context, whether printing is outsourced or handled in-house, implementing efficient and secure office printing processes is key. Plus, with the acceleration of hybrid working habits, enabling remote printing for a home and mobile workforce cannot be overlooked.

For outsourced print services, capturing smaller print runs can be critical to counteract the effects of declining print volumes, lack of diversification, or cost-effectiveness issues.

Target industry

All sectors including Financial Services and Commercial Print Services.

Target Customer

○ Any organisation generating a large volume of ad hoc mail in-house. Our solution enables CRDs to optimise their print infrastructure, while providing an efficient service to office and remote workers.

○ PSPs offering outsourced print services. Our solution helps PSPs who process small jobs, differentiate and increase their print volume with enhanced services.

What is the typical process?

For CRDs

▶ A letter is created, the document is printed on the department printer. ▶ The document is checked, and necessary changes are made, when applicable. ▶ Then, the document is reprinted if necessary. ▶ The letter is signed, then folded and put in an envelope. ▶ An employee collects the letters. ▶ The letters are franked and delivered to the post office.

For PSPs

▶ The PSP receives batch and small print-and-mail jobs from various customers. Incoming documents are often delivered through different mediums, such as USB sticks, emails, or FTP. ▶ Then, the documents need to be processed for print, usually with no efficient way to consolidate all these jobs. ▶ This highly manual process involves various communications with the customer, to ensure that only approved documents are produced.

Ad Hoc Print and Mail can help alleviate the common challenges faced by PSPs and CRDs:

PSPs

o Difficulty maintaining steady print volumes to remain profitable.

o Declining print volumes, which negatively impact revenue.

o Higher administrative and processing costs, related to delivering a flow of small, time-consuming jobs, instead of easier, recurring orders.

o Existing ordering processes, which involve several rounds of customer communications, before documents are approved and ready for production.

o Whether they produce big print jobs or smaller ones, the same amount of processing and excessive manual handling is involved.

o Difficulty in managing orders received through various methods, such as FTP, USB drives, or email.

CRDs

o Underutilised print capacity and the struggle to deliver more value to the organisation.

o Competition from external print service providers and in-house departmental printers.

o Difficulty maximising productivity and reducing costs of print operations, including consumables, supplies, and postage.

o Performance affected by handling complex, small print runs, managing downtime, and peak loads.

o The manual handling involved in preparing printed documents for mailing, increases the potential for errors and erodes the customer experience.

Target buyers and what they want:

For PSPs

1. PSPs look to gain and retain new customers by diversifying and providing value-added services.

2. The print facility manager wants to maintain a steady high volume of printing, while improving operational efficiencies.

For CRDs

1. The operations manager wants to reduce operational costs and increase productivity.

2. The IT manager wants a solution that easily adapts to their systems and processes, while giving more options to office and remote workers.

3. The CFO expects to lower overheads.

Why choose OL Connect?

√ Centralise the production of both recurring transactional communications and ad hoc mail.

√ Eliminate manual processes, such as printing, folding, inserting, and stamping, through automation.

√ Enable easy, 24/7 desktop submission of documents.

√ Improve efficiency by delivering print-ready documents to production processes for faster turnarounds.

How OL Connect works?

1. OL Connect creates and manages the Ad Hoc Mail portal that allows web access to user-specific areas, with appropriate control.

2. The submitter can log in and directly upload PDF documents or install the Windows print driver, to enable desktop printing. They can review, enhance, and depending on how it's configured, submit their documents directly or via an approver, to the print queue.

3. The approver can log in to see any documents that require their approval. They can accept, reject, or delete documents, to ensure that only approved ones are added to the print queue.

4. The print operator can log in to view the jobs, select the ones they want to print directly, or send them to a batch production process for customer mailing.

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Key benefits of Objectif Lune Ad Hoc Mail Solution

PSPs

- Expand print volumes without overheads normally associated with processing print jobs in a non-structured way.

- Simplify document-submission, as well as enhancement, review, and approval processes, via the web.

- Improve efficiency and productivity, by consolidating small and recurring print and mail-merged jobs.

- Enhance customer experience and communications, with an intuitive and secure web interface, available 24/7.

- Provide faster turnarounds.

- Mitigate production downtime and make the most of the existing print infrastructure.

CRDs

- Increase mail room capacity, by redirecting print volumes from internal department printers.

- Improve staff and print room efficiency by removing manual tasks.

- Enhance control over document printing and mailing, with a web interface.

- Reduce production time and cost by minimising local printing requirements.

- Easily validate, aggregate, and sort incoming jobs from employees, departments, or branch offices, before distribution.

- Empower remote workers with an easy-to-use online printing service, with the ability to print anytime, from anywhere.

olconnect.com/ad-hoc-mail-consolidation

What to ask?

For PSPs

1. How do you receive print and mail orders? (email, USB stick, etc...)

2. Are your customers able to submit and approve jobs via the web?

3. Is your current level of orders sufficient to maintain high print volumes?

4. Do you experience many production downtimes?

5. Are you able to easily collect and consolidate print jobs from different customers?

6. How do you retain existing customers or attract new ones?

7. On average, how long does it take to process small and/or large print jobs?

For CRDs

1. How do you handle ad hoc and batch print jobs?

2. Are you able to collect and consolidate print jobs from different departments and employees?

3. Do you know the cost of printing and mailing in your organisation?

4. Are employees able to print and mail from home?

5. How does your organisation ensure compliance of print jobs?

6. How do you manage your pre-printed stationery?

7. Are you able to process print and mail jobs in a timely manner?

8. How efficient is your print room?

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