PrintSoft

D&B Australia and New Zealand

With more than 150 million company records worldwide and 2.8 million in Australasia, Dun & Bradstreet (D&B) is the nation's leader in credit reporting, debt collection and sales & marketing data. The global database is updated more than one million times daily, with information is gathered in 193 countries, in 95 languages or dialects, covering 186 monetary currencies.

D&B helps customers to maximise their cash flow by optimising their receivables cycle. Through integrated solutions we enable customers to assess risk, make informed decisions and predict the future. Backed by the largest database in the world with information on on more that 150 million businesses, over 2.8 million of which are located in Australia and New Zealand.

D&B provides a range of credit services, including debt collection and recovery, receivable management outsourcing, credit reporting and credit scoring decisioning tools, Consumer Credit Bureau and business marketing information services.

D&B throughout its 163 year History has maintained an impeccable profile in the business community world - wide and is dedicated to protecting our strong brand and market presence. DBA employs over 500 people in Australia and New Zealand.

www.dnb.com.au

Reduce internal resources needed to print letters and printing costs

D&B maximise cashflow by introducing PrintSoft's Hybrid Mail Solution

Improving quality and productivity while maximising savings is the goal of every organisation. It's the key to profitability. Australia Post eLetter solution's – based on PrintSoft's Hybrid Mail technology – can help organisation's achieve this goal with our professional mail preparation and production service.

eletter solution's offered services are a powerful ally in consolidating mail and costs – to help save business time and money in preparing and producing mail. Its superior personalisation and speed to market capabilities, combined with the quality and cost efficiencies of eletter solution's nationwide print and distribution network (Hybrid Mail network), adds up to an extremely effective and valuable solution for targeting audiences.

Automated online, eletter solution's services is a highly efficient, cost-effective and flexible service for managing direct and transactional mail communications. It works by firstly formating your data into the required communication template, including addressing, appending DPIDs and pre-sorting to access all available postage discounts. The document is then placed into the the eLetter Solutions nationwide print network where it is printed, folded and lodged into the mail system for prompt delivery – all managed from your desktop.

The Challenge

An important part of D&B Australasia's operation is an end-to-end collections service provided on behalf of its clients for current and past-due accounts receivable.

Dun & Bradstreet's collection service sends 16,000 letters a day on behalf of its clients.

Previously, mail was printed by Dun & Bradstreet and sent to an independent company for folding and insertion into envelopes, then lodged with Australia Post for mailing.
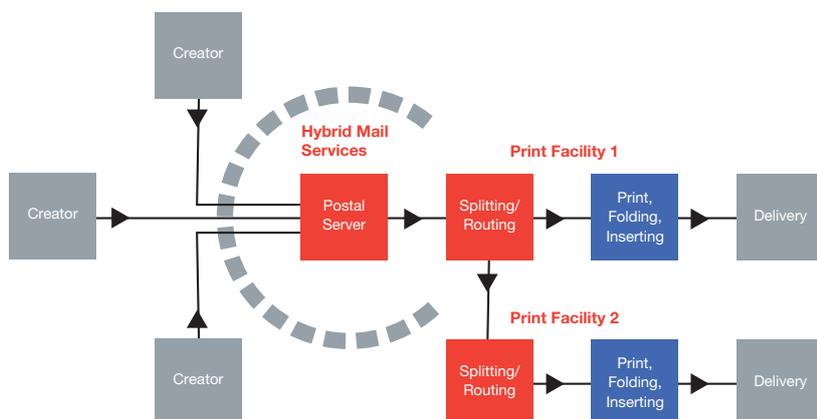
The Solution

Since installing MailDirect D&B have reduced the internal resources needed to print letters, decreases printing costs, and shortened the time between when the letter is printed and when the debtor receives it.

With MailDirect, Dun & Bradstreet sends an electronic file daily to Australia Post. This file is automatically split into zipcode groupings and sent to Post in each state or territory for printing, folding, insertion into envelopes, and mailing. Dun & Bradstreet, as part of this overall solution, can now also avail itself of Post's bulk-mail letter services, further reducing costs to this business process.

The benefits of using MailDirect are already evident for Dun & Bradstreet.

"We've reduced the internal resources needed to print letters and also reduced printing costs," says Dun & Bradstreet's strategic operations manager, Chris Richardson. "There's also a reduction in the time between the letter being printed and the debtor receiving it."

And, with the postage price per letter being fixed, Dun & Bradstreet finds it much easier to control costs.

"We've seen a cost improvement to the business which is measurable by tens of thousands in a month – hundreds of thousands of dollars a year for us. We've streamlined and improved the reliability of the process so we ensure quick delivery. It has freed up people from within my business to focus on skills that they can apply to debt collection. We are doing it more efficiently and making a greater return on investment as a result," explains Geoff Cope, Dun & Bradstreet.

Because Dun & Bradstreet provides the service for external clients, the letters must be able to be printed on Dun & Bradstreet letterhead or co-branded with client letterhead.

"MailDirect provided the flexibility for us to set up templates with clients' logos and branding, and also make changes to letter texts when needed," says Richardson.

The implementation took three weeks. "It was much easier and quicker than we thought it would be," he says.

* This case study refers to the use of eLetter Solutions' branded version of MailDirect known as eLetter Desktop.

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About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications. PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

www.printsoft.com