

# Customer Communications Program Audit UnCOVERS Savings



**Convenience and Efficiency**  
Online ordering system allows users to enter information once, and it's customized throughout the rest of document.

**Client:**  
Managed Care Organization

**Market:**  
Insurance

**Solution**  
Customer Communications  
Print Management

**Services**  
Communications audit  
Print sourcing and distribution

**The Results**

- \$3 million in potential savings
- Reallocated resources for a branding campaign
- Improved personalization of customer communications
- Saved time managing customer communications program

## Situation

A large managed care organization wanted to review the effectiveness of its customer communication plan and perform an in-depth gap analysis. They needed to evaluate their customer acquisition strategies in the short and long-term and wanted to find efficiencies for print fulfillment execution. Their ultimate goal was to create a transparent environment for cross-company due diligence in all areas which affect marketing communications, print and warehouse fulfillment.

## Challenges

Our marketing experts conducted an extensive internal review of their communication plan, as well as their internal execution processes. We provided a team of subject matter experts in the areas of communication effectiveness and execution, as well as print and warehouse execution. We delivered concise business improvement recommendations to the executive team. The plan included current status, identification of gaps or critical issues, and effective new solutions.

## Benefits

Our experts identified \$3 million in potential savings with efficient resource reallocation. As a result, the client was able to utilize resource recovery to relaunch a branding campaign. Our team is optimizing their bottom line with a multichannel, individualized, customer focused approach through technology and efficiencies in print and fulfillment resources. This approach saves them significant costs, time and resources.