

Resources - Direct Mail Service

Overview

Direct Mail continues to be an integral part of our clients' marketing programs. Whether clients are prospecting for new customers or communicating with existing customers, direct mail is often the preferred way to deliver promotional offers and critical information.

Access CRM is affiliated with Access Direct Systems, Inc., one of the leading direct mail resources in the country, with over 35 years of direct marketing experience. With direct mail systems support in place, we can offer our clients a full range of communication options to fit their marketing programs. Clients can communicate in the method preferred by their individual customers – email, telephone, or direct mail.

Direct Mail Capabilities

1. Data Input

Access CRM electronically transmits key data required to launch a direct mail campaign. Transmitted data may include outside mailing lists purchased by clients, segmented client database files from our Access CRM Database Management resource and content – copy, graphics.

2. Data Processing

- Lists from various sources are converted to a uniform format to meet personalization requirements and standardize processing.
- Formatted lists are then enhanced with data codes, edited with upper and lower case characters. Zip codes are verified and corrected as needed. Missing zip codes and zip +4 are appended. Lists also go through the National Change of Address (NCOA) file to ensure addresses are current.
- Clients can opt for customized pre-merge/purge systems list processing to increase the standardization process and accuracy of the merge/purge and, in doing so, improve response rates
- Multiple list sources are then merged into a single unduplicated list through the Merge/Purge process. Suppressions and unproductive names are eliminated in this phase.
- Content, which can be developed and transmitted through Access CRM's Content Management System, and is specific to list segments, is stored.

3. Imaging

Personalization is accomplished through computerized imaging systems using continuous-form lasers or sheet-fed lasers, and inkjet or impact printers. Using the latest laser technology we provide a full range of services and formats including 330x300 dpi, MICR capabilities, highlight color, duplexing and rotated formats.

Using Advanced Function Printing (AFP) compatible software Access CRM can provide unlimited selections of formats, fonts and graphics. The in-line process, which combines imaging and bindery functions, was designed to offer higher quality, additional flexibility and cost savings. This complete roll-to-fold system specializes in unique and complex bindery formats.

4. Mailing

Upon completion of the personalization, the direct mail package is assembled using state-of-the-art multi-station, high-speed, intelligent inserters and card affixing systems. Smaller mailings are commingled to increase postage savings and provide additional security for sensitive mailings.

Each of our full service facilities is equipped with full mailing departments and on-site postal substations.

5. Reporting

Access CRM provides customized and standard reports at each step of the process. Clients know precisely how many records have been received, and the number of records to be mailed in total, by segment, after the data processing phase is completed. Quality control systems are in place to ensure each record is tracked through the system and into the mail. Postal receipts are generated daily and delivered to clients electronically or in hard copy.

Capacity

1. Imaging

- Fifteen (15) Siemens Page Stream Continuous Printers

2,500,000 sheets 11" 1-up/per day
5,000,000 2-up/per day

- Four (4) Xerox Sheet Fed Laser Printers

585,000 sheets per day

- Two (2) Ink Jet Systems

500,000 pieces per day

2. Affixing

- Card Affixing System (9)

1,500,00 per day

3. Mailing

- Inserting capability 4,000,000 pieces per day
- Support equipment required to produce stated volumes includes inserts, affixers, burster/folders

4. Mailing Consolidation BMC and SCF

- 50,000,000 pieces per week

Quality Control and Security

An on-line management system is in place to ensure quality control and security throughout the direct mail process. We track and control each project from the receipt of job instructions through mailing. All operation levels are required to access this system prior to beginning production.

Our palletization system is designed to segment large mailings into smaller lots for tracking and control. Throughout the production process operators and supervisors view “live” samples from each project throughout a shift. By doing so, we eliminate problems with personalization matches and package content.

We have also incorporated levels of security throughout the building and its perimeter, from surveillance systems to password access for sensitive mailings. Our clients have peace of mind knowing their data and materials are secure.

System Innovation

New systems and technologies are constantly being developed and tested to improve the direct mail process. We have developed many new technological systems and proprietary software to improve and add value to the services we provide. The benefit to our clients is more productive and cost-efficient direct mail.

Examples of systems that are currently in place:

- Access Proof: An on-line proofing system that significantly reduces cycle time and costs.
- M.O.S.S.: A Material Overage Software System reduces printing costs and simplifies the inventory ordering process.
- RITE Form: An automated form code verification system that eliminates risk of error and ensures quality control.
- A.T.L.A.S.: A transportation and logistics appointment system that significantly reduces BMC and SCF costs, and facilitates faster mail delivery.
- Push vs. Pull: A quality control integrity system that ensures the accuracy of quality control “live” pulls.