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## Mobile phone rental company optimises transactional mail efficiencies and cashflow with a print management solution

Solution Dynamics provided an international supplier of mobile handset rentals with a global print management solution, leveraging cloud-based technology, to achieve a more efficient and cost effective model for delivering transactional mail to its US based customers.

## The Challenge

When print management is not your core competency, how can an international mobile phone company optimise efficiencies across its transactional mail delivery?

The UK based phone company, as a leading supplier of international mobile handset rentals, had nearly 10,000 customers around the world but 80% of its total turnover, approaching £20million, came from North America.

Once a month invoices and statements were being generated in-house in the UK, fulfilled and posted via Royal Mail, with full first class international postage rates. This process required sourcing additional people once a month to manage the transactional mail dispatch, using pre-printed stationery, and relying on the inconsistencies of international postal delivery.

Print quality standards were inconsistent and postage was expensive. Plus, archiving and storage of second print runs of invoices was required in order to support the company's customer service function.

Combined this meant, US based customers were receiving their invoices many days after mobile rental costs were incurred. Plus, this negatively impacted cashflow.

# A global print management solution for a international phone rental company.

## The Solution

Solution Dynamics (SDL) provided the phone company with a cloud-based print management workflow solution that electronically collected print ready invoice and statement files generated directly from within the company's mainframe accounting package. Then , on close of business each day in the UK, those files were sent to a designated and most cost effective print and fulfilment provider in the USA.

## With over 20 years of experience, our cloud-based global print management solution provided the following benefits:

- ### Integrated Pricing Analysis To Optimise Print Management & Delivery Process

  SDL's print production and delivery network today includes 300 providers in over 50 countries, all connected to its cloud-based print management workflow platform. The print management solution allowed the running of a full pricing analysis to determine the most cost effective location in the USA to print and post transactional mail.

- ### New Print Quality And Delivery Standards Improve Cashflow

  On SDL's designation of a preferred print and fulfilment supply partner in the US, defined service levels for transactional mail were set. Plus, by making use of the time delay between these two countries, mail could be printed and posted the same day it's created. As a result, not only was the phone company assured of improved print quality standards but their transactional mail delivery times were significantly faster. This allowed the phone company to improve its US customer response and payment outcomes.

  *'The adoption of the SDL print management solution dramatically reduced the cost of our transactional mail process and has also made it possible to significantly improve the cashflow of the company'*
  *Phone Company Operations Manager*

- ### Unlocking Internal Management Process & Cost Improvements

  With the introduction of SDL's automated workflow for print management, the phone company unlocked internal production process improvements, resulting in cost improvements across transactional mail delivery to the US.

  *Postage was reduced by 50%, print costs by 25% and monthly labour costs were by three temporary staff.*

- ### Compliance & Risk Mitigation Through Systems Integration

  Transactional mail delivery requires complex data practices. SDL's print management solution seamlessly integrated with the phone company's mainframe accounting system.

  By working with an experienced and proven supply partner, the phone company leveraged its risk mitigation.

  *Plus, all undeliverable addresses were captured in the workflow solution, allowing the client to immediately update the accuracy of their database.*

- ### Improved Customer Service Levels With Archiving System

  The print management solution also incorporated an online document archiving and retrieval system. This allowed the phone company's customer support staff to view and retrieve customer invoices as required.

  Plus, allowed for either emailing to customers or be sent via the workflow platform to reprint and be mailed the next day.

- ### Transactional Mail and Organisational Technological Agility

  The cloud-based print management platform allowed the phone company to add to its technology stack at a lower cost than developing and managing it internally.

  Achieving both transactional mail and ongoing technological agility.

**If you would like to discuss improving your business with proven print management solutions, let's talk.**