

## Co-Services Postal Optimization Success Story

### Challenge:

To help deliver a strong bottom line on their direct marketing programs, a large financial company was seeking help in managing their increasing postal costs. The client was concerned with aggressive production schedules for their weekly mail drops and did not want this to impact the overall timing of the mail release.

### Solution:

The client needed a partner to perform a comprehensive postal analysis on their current processes and trusted Enru to deliver. We delivered a review of all postal practices such as processing, postal sortation standards, postal incentives, USPS entry point selection, and all costs associated with each service.

### After a full review, Enru recommended:

- New list processing and postal sortation procedures to maximize saving of each distribution service including drop shipping, copalletization, and commingling.
- Implementation of a new process to analyze postal files, in tandem with a new RSO (Run Sequence Optimization) Postal Optimization execution procedure that saves additional postage.
- A new load planning process with RSO - that better sequences the client's data and mail with no impact to production timing as well as creates mail that is more efficient for transport.
- New postage optimization practices/guidelines that lowered postage.

### Results:

The new postal optimization and cost savings initiatives saved the client over \$1 million annually, which had zero impact on the production timing due to optimized sequencing of the data files.

Enru is your trusted logistics and postal optimization partner, we thrive on complexity to simply deliver.

**We Thrive on Complexity to Simply Deliver.**