

## Innovative Fulfillment Solutions for a Major Insurance Company



A major insurance company saves more than \$1,000,000 annually by optimizing their communications through a combination of offset and digital print.



### CLIENT:

One of the nation's largest insurance companies, selling a variety of group, individual, and Medicare products.

### MARKET:

Insurance products.

### NEED:

Web-based ordering of dynamic, relevant, and personalized enrollment kits and booklets using a combination of offset and digital printing.

### SITUATION

- An insurance provider that was using an undifferentiated two-pocket enrollment kit in a highly competitive selling environment.
- Desired a better projection of the company's customer-focused philosophy.
- Needed more cost effective and efficient ways to communicate their messages.
- Needed to keep all new and existing communications compliant with state insurance regulations across all jurisdictions (including updating affected materials when new rules were introduced).

### SOLUTION

- Optimization analysis to review all communication streams for relevancy, redundancy, redesign, or elimination.
- Marriage of offset print and digitally produced materials to create the most cost-effective and impactful final product.
- Implementation of Web-based system for brokers and sales representatives to create compliant, customized, and relevant communications for enrollees.
- Seamless integration with client's existing systems and processes.

### BENEFITS

- Reduce print, obsolescence, freight, and management costs from 30% to 50% through communication optimization.
- Boost enrollment rates through greater relevancy and personalization of communications.
- Ensure compliance and control through custom-tailored, rule-based systems.
- Gain competitive advantage through professional presentation of products.
- Improve accuracy and timeliness of orders as well as overall customer experience.

### CRITICAL SUCCESS FACTORS

- Realized \$1,000,000 annualized cost savings by reducing print, obsolescence, freight, and management time to make a major positive impact on marketing ROI.
- Increased management control and oversight of the print and fulfillment process.
- Built goodwill among internal and external customers.
- Received a customized solution with world-class technology support from a partner that knows the industry.
- Gained competitive advantage in the market place.

**ABOUT IRON MOUNTAIN FULFILLMENT SERVICES, INC.**

Iron Mountain Fulfillment Services, Inc. offers the most advanced combination of fulfillment and digital print communication solutions for targeted and personalized outreach. With nearly 40 years of experience in the fulfillment and digital print business, Iron Mountain partners with clients to increase customer response rates, expand market opportunities, and reduce costs.

To learn more about Iron Mountain Fulfillment Services please contact us at (866) 563-IMFS or visit [www.ironmountain.com/fulfillment](http://www.ironmountain.com/fulfillment).

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565 Sinclair Frontage Road  
Milpitas, California 95035  
(866) 563-IMFS

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