

CASE STUDY

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Bright Seeds saves time and money by outsourcing mailing with Quadiant Impress Distribute



Bright Seeds is a family-run business that specialises in supplying seeds to the farming community. Based on the outskirts of Wiltshire, the small team of full-time employees and larger pool of consultant agents serve a loyal customer base across the UK and in Europe. Having grown rapidly from the days when David and Sue Bright started the business from their home shed over 30 years ago, Bright Seeds is quick to embrace new technology to benefit the customer and prides itself on its professional, personalised service.





Challenge

To reduce time spent preparing high-volume customer mailings while retaining a personal service.

Results

Mailing time slashed to 1-2 hours from 2-3 days, costs saved, payments received sooner, and employee morale boosted.

Solution

With [Quadient Impress Distribute](#) a certified mail production facility takes care of printing, collating and posting mailings.

Method

Quadient demonstrated the solution in action and initiated a trial phase so that Bright Seeds could run simulations of its mailings.



The challenge: to improve mailing efficiency without compromising quality

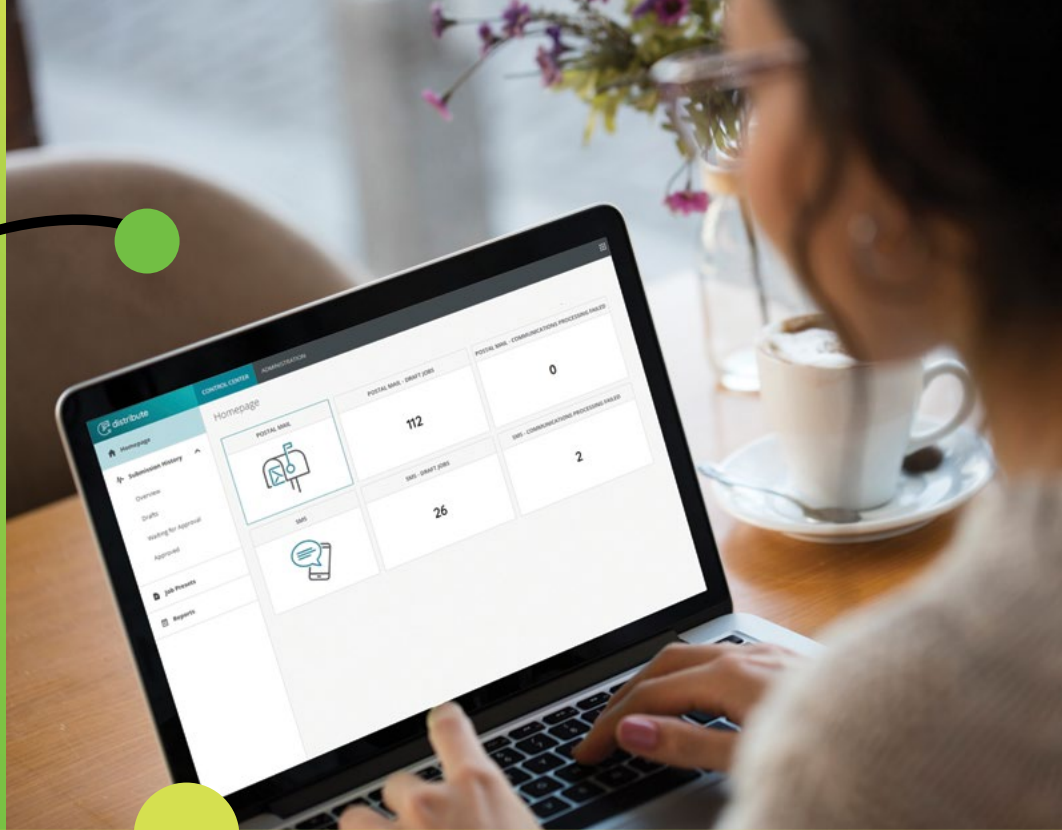
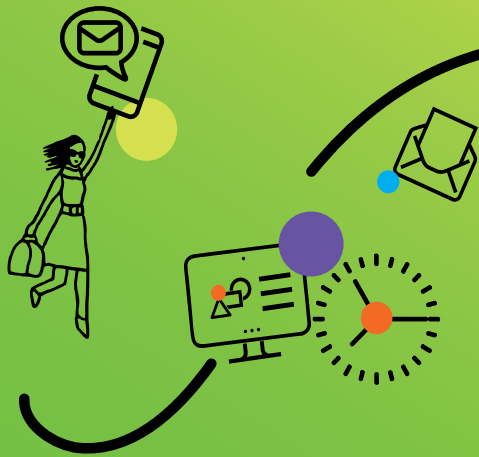
On a monthly basis, Bright Seeds sends out around 1,000 mailings to customers, including regular bulk mailings of around 300-400 items at a time.

This was a largely manual undertaking that involved printing and collating documents, putting them into envelopes, adding postage and delivering them into the postal system.

Accuracy was always a priority, as was retaining Bright Seeds' personal level of service with tailored mailings for each customer.

Antony Lyall, Finance manager at Bright Seeds, wanted to find a solution that could process the required outbound mailing volumes whilst improving workplace efficiency, all without compromising on content or quality. He explains that while other departments jumped in to help at busy times, mass mailings still took two to three days to complete, often with one person being taken completely out of their day-to-day role for that entire time.

"We recognised that the time we were spending folding letters and putting them into envelopes could be better spent elsewhere," says Antony. "We were sure there was another way to achieve what we needed to, without having to take time away from other tasks essential for the health of the business."



The process: demonstrations and simulations

Bright Seeds took the issue to Quadient and was delighted to be given a demonstration of an alternative approach to mail management, one that outsources mail production and distribution to free up staff time.

Antony socialised the idea within the company before Quadient visited again to run through the solution with the wider team.

With the solution in place, Quadient worked with Antony and his colleagues to refine the implementation so that it delivered exactly what they needed. Then, a trial phase was initiated with Bright Seeds able to run simulations of actual mailings while the team built familiarity and confidence with the system.

The solution: Quadient Impress Distribute

[Quadient Impress Distribute](#) is a cloud-based, multi-channel document delivery solution for communications.

Instead of printing, collating and posting mailings themselves, Bright Seeds now simply uploads documents to the Impress Distribute portal which facilitates bulk mailings through a hybrid mail process. Quadient's certified mail production facility takes care of printing, sorting, inserting the documents into envelopes, adding postage and submitting items into the postal system. In the future, Bright Seeds has the option of also taking advantage of support for digital delivery channels with documents able to be sent by tracked email.

“THE PROCESS IS TOTALLY TRANSPARENT. WE CAN CLEARLY SEE WHERE MAILINGS ARE WITHIN THE SYSTEM. IMPORTANTLY, IF ANY FAIL FOR ANY REASON, SUCH AS AN ERROR IN A POSTAL ADDRESS, WE’RE NOTIFIED BY EMAIL SO THAT WE CAN TAKE ACTION. MAILINGS GO THE SAME DAY; IT’S VERY EFFICIENT.”

Antony Lyall, Finance manager at Bright Seeds

The results: time and cost savings and payments come in sooner

Bright Seeds saw rapid results from its transition to a technology-enabled process for outbound communications. “Customer mailings now take only one or two hours, compared to two or three days - a fraction of the time,” says Antony. “What’s more, payments now come back into the business sooner because invoices are issued more rapidly.”

Through postage savings, Bright Seeds has also cut the cost of its mailing activities by around £2,000-3,000 a year.

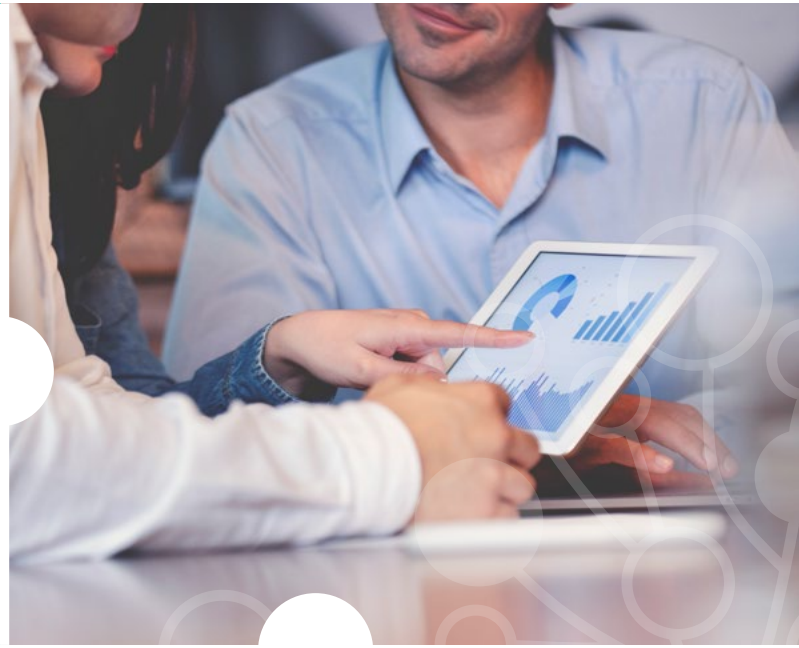
There has also been an impact on employee morale - they prefer to use the new solution rather

than take time out of their regular roles to prepare mailings. Antony explains: “As a family business, the workplace culture at Bright Seeds is very important. The fact we’ve made a difference to job satisfaction by adopting a new way of working is really rewarding.”

The visibility into the mailing process that [Impress Distribute](#) provides supports a quality process for all Bright Seeds’ mailings. Meanwhile, the reports that can be generated provide useful scope to expand functionality in the future through cost apportionment.

“WE’VE BEEN ABLE TO ACHIEVE MORE THAN WE EXPECTED WITH QUADIENT IMPRESS DISTRIBUTE. QUADIENT HAS BEEN VERY RESPONSIVE; TAKING ACTION QUICKLY AND PROVIDING TRAINING TO A HIGH STANDARD.”

Antony Lyall, Finance Manager at Bright Seeds



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About Quadient®

Quadient is the driving force behind the world’s most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters

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