



MANAGING
AD HOC MAIL



Add value to every customer communication

Not all mail is planned or sent in bulk. Individual communications, or ad hoc mail, is a part of every company's operations and fluctuates on a daily basis. While some organizations may have a mail center, they may not have an effective way to manage ad hoc mail.

What is ad hoc mail?

Ad hoc mail is any customer communication that falls outside of your regular bulk distribution schedule. Depending on the industry, this may include documents like appointment reminders, insurance policy updates, mortgage application letters, court summons, product announcements or special offers.

Ad hoc mail contains critical and at times confidential information. The better the quality product that your company puts out, the better it reflects on your business and drives company growth.

No day is ever the same, especially when it comes to sending outbound mail. Daily business operations require numerous employees to send ad hoc customer communications. Ad hoc mail is necessary and important, but how do you make sure that your organization is delivering a consistent customer experience and optimizing costs?

WHAT ARE THE BENEFITS OF MANAGING AD HOC MAIL?

If ad hoc mail is not managed in the right way, there is a possibility that it could negatively affect your organization.



COMMUNICATING A UNIFIED BRAND IMAGE

When organizations enable employees to create and send ad hoc customer communications without the proper controls in place, the risk of an inconsistent customer experience is inevitable. The look and feel of documents, produced by various individuals, lack continuity and may not be in line with your corporate identity. For companies with remote employees, delivering a standardized look becomes even more challenging.



ENSURING COMPLIANCE AND SECURITY

How do you ensure that ad hoc mail is secure and meets compliance requirements? New employees, for example, may not be up to speed with company policies or brand standards. Without a way to review or track customer communications, how do you validate document integrity and know the right document is going to the right customer?



OFFERING MULTI-CHANNEL DELIVERY

These days, customers interact with companies via a range of delivery channels. Offering multi-channel delivery options for both batch and ad hoc mail helps you build a more personalized relationship with your customer.



WHY CHOOSE MAIL CENTRALIZER?

Quadient's Mail Centralizer is an ideal solution for managing ad hoc mail. It leverages your existing infrastructure and allows unlimited employees to prepare, review and approve outgoing ad hoc documents from any location and automatically send them to your mail production center.



EASE OF USE

Using an intuitive interface, employees have the flexibility to customize documents with additional text, images, targeted messaging, or personalized attachments to further enhance the communication and make it more relevant for your customer.



GOVERNANCE

The Mail Centralizer solution has a simple built-in approval process. Before the communication is released for production, different user roles may be established to review and approve documents to confirm proper branding and format or catch any critical errors.



IMPROVED CUSTOMER AND EMPLOYEE EXPERIENCE

Users have the option to select different delivery channels to satisfy customer preferences whether it's printed mail, email, a web portal or even outsourcing through hybrid mail.

Mail Centralizer helps accelerate the preparation of ad hoc documents so employees regain valuable time to focus on higher value tasks. Standardized documents may be saved as templates for future use, for a seamless look and reduce set up time to just a few clicks.

Mail Centralizer also includes archiving capabilities that provide complete visibility to your document history via a user-friendly dashboard.



OPTIMIZED RESOURCES TO MINIMIZE COSTS

Save costs throughout your organization. Benefit from more efficient processes along with optimized postal rates from consolidated mail volume. Mail Centralizer is integrated with OMS-500's intelligent barcoding technology to group documents together and ensure the right communication is sent to the right customer.

Adding a level of control to your ad hoc mail that is easy for your employees to manage will ensure that customer communications are always polished, professional, and promote a positive customer experience.

DISCOVER
THE POWER OF
QUADIENT'S MAIL
CENTRALIZER
TODAY.

AUTOMATE.
SECURE.
EVOLVE WITH
QUADIENT.

BECAUSE
CONNECTIONS
MATTER.



About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters.

For more information about Quadient, visit quadient.com.

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