



BENEFITS OF CLARITY MAIL

Clarity Mail allows desktop correspondence generated in familiar applications such as Microsoft Word to be consolidated and produced in an optimised production print environment. This approach has many advantages over the traditional method of manually producing these documents within an office environment. This document describes a number of these business benefits.

One of the key reasons for first considering Clarity Mail is the potential for significant cost savings. Though, as you will see below, there are many benefits that Clarity Mail can offer to your business and cost savings alone may not be the only reason you decide to use the Clarity Mail service.

COST SAVINGS

Typical desktop document production costs are between £0.70 & £1.20 per letter. These costs are made up of multiple elements, but often include the following.

STAFF TIME

Staff are spending time printing and enclosing documents. With Clarity Mail the document is created and submitted in a few clicks, leaving the user is free to work on other tasks while the document is printed, fulfilled and mailed from our high volume print facility.

LOCAL PRINTER CONSUMABLES

Desktop and multifunction print devices require expensive toner and other consumables. Routing these documents to the Clarity Mail high volume, optimised production environment allows these costs to be reduced through efficient production equipment and economies of scale.

IT SUPPORT

23% of all IT support calls are printer related. By outsourcing desktop letter production, you can significantly decrease the load on your IT Help Desk.

DEPARTMENTAL STATIONERY COSTS

Letterheaded paper and envelopes are often purchased and managed departmentally meaning you can't take advantage of bulk order discounts. Even if you purchase your stationery at the organisation level, this is often still more expensive than the costs which can be obtained using the buying power of our high volume production facility.

POSTAGE COSTS

Whether letters are being sent with a stamp or through a franking machine, it is unlikely that you are taking advantage of the best postal rates. We can obtain significantly higher postal discounts due to our higher overall document volumes.

POST ROOM

Running and staffing a post room is an expensive activity, the Clarity Mail service will eradicate or reduce your requirement for such a facility.





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ORGANISATIONAL BENEFITS

Adopting Clarity Mail has many organisation benefits beyond direct cost savings. These, often initially intangible, benefits can help to give you the leading edge in your core business activities.

MANAGEMENT INFORMATION

Many organisations don't have a clear picture of what documents are being produced and sent to their clients. You may know how much you are spending on postage, you may know what documents should be sent to the customer, but do you know what is actually sent from your office environments? Because Clarity Mail routes all documents through a central processing hub, detailed management information can be captured and analysed. Whether it's for monitoring document quality, or analysing internal document processes, Clarity Mail can provide the right people within your business with the information they need.

BRAND INTEGRITY

Letters produced in the office environment are created from a mishmash of document templates, print devices and stationery items. The result is often very inconsistent in terms of document layout, print quality, paper folding and leaflet enclosures. No matter how precise your branding guidelines are, letters produced by office staff cannot match the quality and consistency of those produced in the Clarity Mail bulk production environment.

LEGACY APPLICATIONS

Capturing documents produced at a user's desktop isn't the only use for Clarity Mail. We can also integrate with legacy applications such as payroll, invoicing and other system generated letters. This allows these previously inaccessible documents to take advantage of the same benefits as your desktop letter production.

END USER BENEFITS

Clarity Mail has multiple benefits for the user responsible for creating documents on a day to day basis. The user will continue to use their existing office applications (such as MS Word or SAGE), thereby reducing the organisational impact and training requirement.

WORKING EFFICIENTLY

The document creation process is vastly simplified, with the user no longer involved in the printing, folding, enclosing and postage of the document. This means the end user is able to work more efficiently by moving this labour intensive and costly document production away from their departmental office environment.

CORE ACTIVITY

As a knock on effect of the simplified document production process, the end user is able to concentrate more of their effort on their core role. Whether the user works in accounts, customer service or another document creation role, they will be able to spend more time and effort concentrating on their core activity.

