# Overhaul Direct Mail Lead Response Program

*"New-client capture rate significantly improved as a result of the improved timeliness and accuracy of the mailed Response Packages."*

A well-known insurance company wanted to improve the efficiency of their direct mail response program. Utilizing television ads running during evening viewing hours, they offered insurance coverage for a range of products, including whole and term life insurance.

## CHALLENGE

They needed a partner that could provide a solution that guaranteed 100% next-day mailing, using client-supplied data to create up to 26 different versions of their direct mail response package.

Data processing issues resulting in delayed mailings and incorrect packages being mailed to respondents had to be eliminated. In addition, inventory accuracy needed to be improved, and, a better reporting methodology was needed to provide more timely, accurate, and actionable information to the program administrators.

## SOLUTION EMPLOYED

Working closely with the client's program administrator, Federal Direct implemented a process that included receiving a secure data-feed from their call center Monday through Saturday. We developed custom programming using the complex business rules the client required to process the daily data, reliably creating a unique

*" Custom programming was developed using complex business rules to process the daily data, creating a reliable direct mail package tailored for each respondent. "*

Direct Mail package tailored expressly for each respondent.

Setting up a daily print and mail operation, each day we processed the incoming data, then printed, personalized, inserted and mailed 100% of the lead packages requested.

To provide more actionable, real-time information for the client, we developed a custom on-line reporting and inquiry system. Each day's data processing, production, and mailing data are uploaded real-time to a customized web-based Dashboard that allows the client's users 24x7 access to various data reports and statistics.
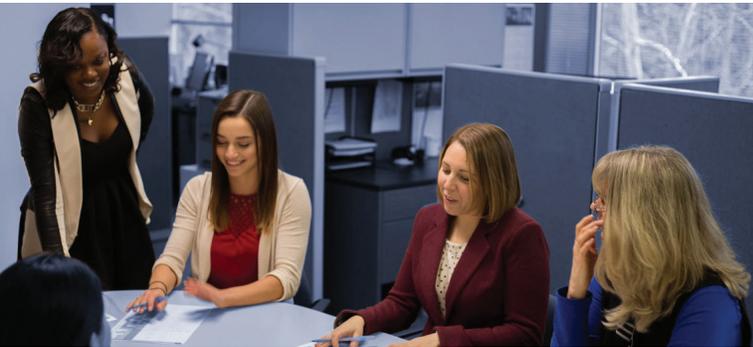
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In addition to accessing real-time inventory levels, we designed a user-friendly SQL-type inquiry system that allows the user to create ad-hoc requests on any element of their program.

### RESULTS

New-client capture rate significantly improved as a result of the improved timeliness, and accuracy, of the mailed Response Packages.

Federal's inventory controls eliminated outages and back orders, further guaranteeing next-day mailing for all responses received. Better inventory control also increased the lead time for the client to consider changes to mailing pieces.

Because of the success of the program, we were asked to provide a similar process for their Spanish version of the program.



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