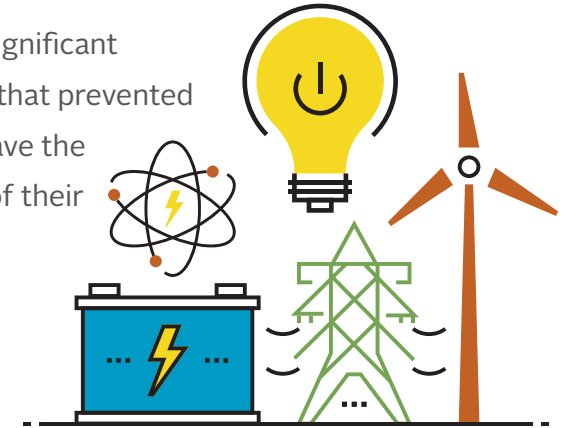


Large Energy Company Case Study

Through extensive research J&Q discovered that this large energy company was missing out on very significant postal savings due to the incumbent vendor's lack of postal expertise and the use of aging technology that prevented combining postal streams. By utilizing our proprietary postal optimization process, J&Q was able to save the company more on postage than what they were paying on production. Due to the fast moving nature of their business, orders were sent to their vendor with no advance notice and changes were often required.

J&Q's challenge was to provide suggestions to gain cost savings and improve in-home delivery time. J&Q's team analyzed the direct mail packages and put plans in place to improve turn times while offering production and mailing alternatives to provide cost and postal savings.



The Challenge

- Develop a plan to organize the package types (letters, self-mailers, snap packs, postcards), quick turn orders and changes to increase efficiencies
- With the many package types and versions, determine how to gain efficiencies in production and mailing to reduce costs and improve schedules into the mail

The Solution

- Combined similar packages into the same production run on color inkjet presses, resulting in lower cost per piece and better postal rates
- Developed a customized process for all programs that allowed J&Q to handle the quick turn orders and make changes to supplied art and copy with little or no impact to schedules
- Introduced cost saving alternatives in paper stocks and format sizes
- Provided an environment to test various concepts such as variable print on the outer envelopes
- The J&Q postal optimization and production teams proposed schedule and mail sorting options so that packages could be mailed at Marketing Mail rates including carrier route vs First Class and still arrive in-home on time

The Results

By adjusting the production schedules and utilizing drop shipping into the postal processing system, packages arrived in-home on time at a significantly reduced cost.

- **J&Q saved this client \$200,000 in production costs** by consolidating like versions into one production run
- **J&Q saved \$400,000 in postage** by applying its proprietary postal optimization processes, using extremely low Marketing Mail rates instead of high cost First-Class rates
- **J&Q saved an additional \$300,000 in postage** by presorting to even lower carrier route levels

Want more information on J&Q or help putting together a successful direct marketing campaign? Visit www.j-quin.com, contact your sales representative or Andrew Henkel, Vice President & Principal at ahenkel@j-quin.com, or call 847.588.4660.