

Wellmark, Inc.

Introduction

This case study of Wellmark, Inc. is based on an October 2018 survey of Quadient Postal Solutions customers by TechValidate, a 3rd-party research service.



“We use BulkMailer’s CASS Certify and NCOA database functionality to upfront verify address deliverability, and on the back side we use it in our return mail process to continue to lower our Return Mail rate. The software works great and is simple to use which allows for easy cross training.”

Challenges

The team at Wellmark, Inc. was looking for a postal solution to help them process 100,000 – 500,000 mail pieces per month. They evaluated Pitney Bowes (ConnectRight, AddressRight Pro or Smart Mailer) and Quadient, and ultimately selected Quadient BulkMailer for their needs.

Use Case

The team at Wellmark leverages the following capabilities within BulkMailer:

- CASS™ certified address correction
- Move Update

They rate BulkMailer as best in class for:

- Optimal and accurate address correction results
- Optimal and accurate presort results
- Scope of features available
- Quality of feature available
- Ease of use
- Performance
- Customer service and support

Results

The team at Wellmark reports that Quadient BulkMailer pays for itself within 0-6 months by reducing mail & data processing time by 10-25%, as well as reducing labor and postage costs.

They also report that data & mailing accuracy increased by 1-10%, as did overall mail delivery. This has resulted in an increase in customer satisfaction of over 50%, and has led to increased revenues as well.

Company Profile

Company:
Wellmark, Inc.

Company Size:
Large Enterprise

Industry:
Health Care

About Quadient Postal Solutions

Quadient, a Neopost Digital Company, provides technology that enables organizations to create better experiences for their customers through timely, optimized, contextual, highly individualized, and accurate communications for all channels. Our solutions are used by thousands of clients and partners worldwide to activate their organizations in the name of customer experience.

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