

CASE STUDY

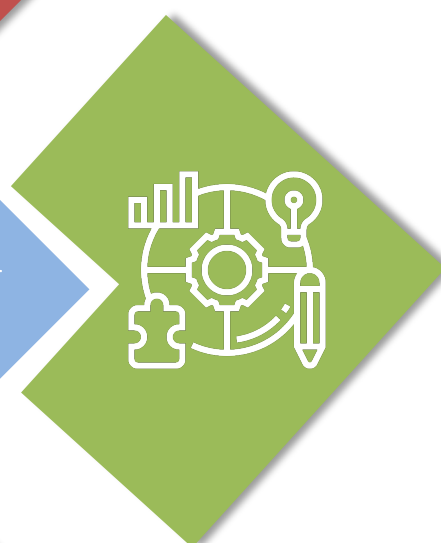
PLEASE RETURN
TO SENDER
XXXXXXXXXXXXXXXXXXXX
NO LONGER AT
THIS ADDRESS



Challenge / Opportunity

Inflated number of “Undelivered Returns” (print) for one of our reputed Publisher was contributing to

- High Overheads in Production **Cost**
- Customer **dissatisfaction**
- **Failed** delivery of the print copy by the Order Processing team
- Increased email **enquiries** in Customer service
- High replacement **copies** being sent without delivery success



Solution & Strategy

- Standing instructions for Order Processing & Customer Service teams to do “temporary suspension” of the customer account
- No fresh orders and replacement copies to be further sent until updated address was received
- 3 attempts were made to contact customer for updated address
- Failed efforts resulted in ‘deactivated’ customer account



Outcome

No of claim enquiries (annual count)	36000
Actual replacement (out of total claim enquiries) 66%	23760
Undelivered Returns from total replacements	5940
Average replacement cost/copy - £10.00	£10.00
Net Savings for the Publisher	£59,400.00