



A statement is not only a vital tool for presenting a transactional history to a customer it is a regular and valued means of communication with that customer to showcase new or appropriate services.

The problem is, printing these statements adds no real business value and takes an extensive amount of management time and financial resources. This is especially costly if your organisation is a UK mutual or international bank with more limited UK based resources – but there is another way.

In this document we outline how outsourcing the print and despatch of your transactional statements to ourselves at Prolog Print Media can make a positive impact on your business both financially and from a customer perspective too.

When is it time to outsource?

You might first consider outsourcing the print and despatch of statements if the volume being output increases to an unworkable level, but it's worth exploring too if you have problems with:

- ✓ **Late statements** – due to staff shortages, volumes or seasonal demands
- ✓ **Duplicated despatches** – posting separate documents to the same customer in a day
- ✓ **Incorrect despatches** – sending sensitive information to the wrong customer



If any of these circumstances apply, outsourcing your statement printing and despatch to Prolog Print Media will **save** you **time, money** and **improve** the productivity of your business.

Here's how it works ...

At Prolog Print Media we manage every aspect of your statement production across the following four areas

- ✓ Data preparation
- ✓ Printing
- ✓ Despatch
- ✓ Archiving and retrieval

Looking for a refreshing way to work? – Let's talk

Prolog Print Media

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Data Preparation

Our starting point is to understand your statement processes. We explore for example, if you offer consolidated statements for different accounts held by the same customer, when and how you currently despatch statements, despatch methods and timescales. We then make recommendations on the best way to add value and reduce costs.

The next step is to map our print software to your data files to identify and sort by statement type and individual which allows statements to be tracked and combined to **reduce distribution costs**.

When handling data we use nothing less than secure ftp for file transfer and have in place restricted protocols on the number and type of personnel who have access to information.

Printing

All statement printing is carried out in our ISO27001 accredited UK production facility to the highest quality and security standards.

Quality control is something we place great importance on, so at the point of printing we assign a PDF417 barcode to each document and Optical Mark Reading (OMR) marks to documents with multiple pages. Our Mailcare systems then verify, once a document has printed, that the information is correct and that the correct supplementary pages have been inserted.

Documents are printed at a rate of **8000 per hour**, and special separator sheets used to instruct the mailroom on how to split various batches for mailing or diverts.

We also have the technology to provide 'on-serts' promotional messages added to statements for individuals, groups of customers or everyone to allow you to cross-sell relevant products or services to your customer base.

Despatch

Prolog Print Media can then despatch statements to customers using the most cost effective mailing solution.

If your customer has a number of accounts we can **combine up to 5 different statements for the same customer into one envelope** - resulting in significant saving of mailing costs.

If you select to have your documents mailed we can utilise a Royal mail account for you to track the status of the mailing and the mailing costs.

Archiving and retrieval

Data from each print run is uploaded to Prolog Print Media's Webcare "View and Print" system, where Business Managers can log on to view their customers' statements. Copies can be printed, faxed or sent as a PDF copy by secure ftp.

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