4 REASONS

TO OUTSOURCE PRINT/MAIL BEFORE OPEN ENROLLMENT

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TPAs and employers: One of your busiest times of the year is just around the corner. Yes, we're talking about Open Enrollment. We know you're already busy reviewing last year's results and setting goals for this year. You're thinking about how to fine-tune your benefit offerings, maximize participation and optimize communications.

There's one more thing you should be thinking about: How to leverage technology to save time and money.

Many companies are using print/mail technology to amp their efficiency and compliance. Could you benefit from outsourcing your company's print/mail services? To find out, answer a quick question.

Which of the following matters to you?

» Reducing overhead costs.   » Getting things done fast.   » Avoiding costly mistakes.

If you chose any of these options — or all three — outsourcing your print/mail services could help you achieve your goals.

That's right — you can print and mail benefit communications faster, cheaper and without all the hassle by outsourcing. Here's a look at how it's possible.

#1 Reason to Outsource: Reduce Overhead Costs

The relationship is obvious: the higher your overhead, the lower your profit. To increase profits, you need to decrease overhead. Outsourcing your print/mail services is a simple way to do that.

Think about the expenses involved in printing and mailing documents. It might be more than you realize. Some of the most common expenses include the following:

» Ink   » Postage   » Equipment maintenance and repair
» Paper   » Equipment   » Labor
» Envelopes

Labor is the big one. Many companies we know — maybe even yours — use highly trained and well-paid staff members to assemble mailings and stuff envelopes. These people have benefit administration expertise. They don't do print/mail because it's in their job description. They do it because they're willing to do whatever it takes to help your company be successful.

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For a moment, think about how much more productive and effective these experts could be If they weren't dragged down by print/mail tasks. Eliminating print/mail from their to Dos will probably even increase their job satisfaction and your talent retention rates. Wow!

Even without the labor waste, all of these expenses can add up — and that's not even including the building space and energy usage that goes into the process.

Because your company doesn't specialize in print and mail services, you're probably not achieving the best value possible.

How much money is wasted because your company is using mediocre printing equipment that breaks down when you need it most? And how much money is wasted on overpriced ink and paper because your company doesn't get the best deal on these items? And every time you make a printing mistake or experience a paper jam, more ink and paper are wasted.

But it doesn't have to be like this.

When you outsource print and mail services, you know the process is being handled in the most cost-effective way possible.

You also get to take advantage of postage discounts, and mail can be consolidated with national firms for extra savings.

#2 Reason to Outsource: Increase Speed and Control

Time is money, as the saying goes, and you don't want to waste either.

Think about what could happen if your important documents and required notices don't get sent out on time. The unintended consequences. The fines for non-compliance. The money and time spent making things right again. It's not a pretty picture, is it?

When a document needs to go out, it needs to go out now. But your company doesn't specialize in printing and mailing documents, which means these tasks might not be given the priority they deserve. Even if you attempt to print and mail important documents immediately, an inefficient system could lead to delays.

When you outsource your print/mail services, such delays won't happen. Mailing and printing important documents isn't just a priority — it's the only priority. This means it's given the attention needed to get done right — and fast.

As a result, you can count on the fast turnaround you need. Your documents will be sent on time, every time.

#3 Reason to Outsource: Avoiding Costly Mistakes

Speed is important — but not if it leads to mistakes.

If a company that doesn't specialize in printing and mailing documents tries to rush the process, mistakes are a likely result. This wastes more time and money in the long run. The ERISA notice non-compliance penalties are hefty — $110 per-person, per-day out of compliance, at a minimum. Failing to mail a notice to a family of four for a period of 90 days can cost $40,000! All it takes is for one notice to get left on their printer by accident or get skipped when the machine jams. It's very common to face an issue like this!

Sometimes, you need to call in an expert. When you outsource printing and mailing services, that's what you're doing: You're letting experts handle the process. Documents get printed and mailed fast, not because the job is rushed, but because it's efficient. The process is streamlined and perfected, leaving no room for error.

#4 Reason to Outsource: Enable Your Remote Workforce

Many of your people may now be working remotely. You can enhance the efficiency of remote work and reduce remote work frustrations by equipping your team with print fulfillment capabilities. This strategy also positions you to continue with successful

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remote or hybrid work arrangements as a permanent solution, post-COVID. With remote workflows solved, you can attract and retain top talent, improve team satisfaction and reduce office overhead costs.

The Bottom Line

Your company specializes in what it does, but it can't do everything — nor should it try to. By taking on tasks outside of your specialty — things like print/mail services — you're making the process less efficient and more expensive.

Instead, why not leave print/mail services to the experts? That way, you can trust that it's being done right, and at the lowest cost possible. Your overhead is down and your profits are up — all while reducing the chance of mistakes.

Of course, you want to be kept in the loop, and with the right print/mail partner, you always will be. You'll always know what's happening with real-time data and accessible reports.

This one thing — outsourcing print/mail — could create a measurable difference in your open enrollment outcomes this year. Isn't it time to automate the administrative tasks so your benefit experts can do their jobs better than ever before?

Why Wait Another Day?

Deploy a scalable, proven system powered by cutting-edge technology and automate all or parts of your printing and mailing for COBRA and Retiree/Direct Billing services. Travisoft can get you started quickly with no start-up costs and no monthly volume requirements. You simply pay for what you use!

Key advantages:

- √ Streamline your print and distribution needs with a high-capacity, state-of-the-art, full-service print & distribution center.
- √ Control which employers and which letters are sent to fulfillment
- √ Disable letters that you no longer want to generate
- √ Remove or reschedule all or some letters from your correspondence runs
- √ Automate correspondence runs nightly
- √ Include attachments with letters for all or specific employers
- √ Pre-sorted mailing rate
- √ Proof of mailing available for required notifications such as Election Notices or General Notices
- √ Enjoy fast turnaround — often within 24 hours.

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