

Case Study

Number 14 - Mailroom / Insurance

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The Customer

Great Southern Life Insurance Mailroom
Houston, TX

What Was Found...

Great Southern Life Insurance had a problem—different departments within the company were sending mailings to agents independently of one another. Sometimes, agents would receive two or even three separate envelopes a day. For example, an agent in the field could be sent a one page notice of a regional sales meeting; a one page copy of a notice sent to one of his policyholders; and a commission check.

Rather than have each department maintain its own database of agents, the solution was to have a single database with sets of pre-addressed labels and envelopes kept centrally in the mailroom. Instead of three pieces of paper inserted by three people in three separately prepared envelopes, the three pieces are inserted in one envelope in the mailroom, saving both time and postage.

John Cothran, Mailroom Supervisor at Great Southern's home office now needed a solution which would help organize both the envelopes and labels, as well as the materials to be mailed. In addition, it needed to be more space efficient than traditional "pigeon hole" mail slots which took up a lot of space and required mailroom personnel to be constantly walking back and forth to consolidate agent mailings.



What Was Done...

John's local dealer showed him the MailOut™ concept from Oblique. By taking two Oblique compartments and riveting one inside the other, a system can be created which provides both organization and space savings over traditional "box" systems. With Oblique's MailOut system:

- expanding v-base compartments conform to the mail being sent today. Because there is no "fixed" capacity, no space is wasted
- an inner compartment holds labels or pre-addressed envelopes where they're needed, saving time.
- the entire system is consolidated in much less space, saving employee's time and speeding mail distribution
- Color-Keyed Indexing™ allows agents to be "color-coded" by region, territory, or type of agency
- adding or deleting agents from the system is as easy as unsnapping compartments, and inserting or removing an "address." No special areas for new agents or back shuffling of slots is necessary

What Happened

The Oblique system was installed in standard four post shelving using Oblique F1 compartments riveted inside standard letter sized v-base F4's. Inner "pockets" hold the pre-addressed envelopes, while employees distribute materials to be mailed into the larger outer compartment. At the end of the day, the mailroom simply inserts all the materials into the envelope and applies postage. Labels are color-coded to provide easier identification of agents by business-type, making it easier get the mail to the "right people."

And The Results

John's mailroom is responsible for 200,000 first class letters per year, along with packages and oversized envelopes. The Oblique MailOut system has provided the mailroom with the most space efficient, well organized solution on the market. They have saved both time and space in processing the mail, and Great Southern Life has seen the benefits of the investment go straight to the bottom line in saved postage and labor costs!

