



print on demand and variable data printing



The Word & Brown Companies

The Word and Brown Companies is a large insurance brokerage firm that provides services to nearly 60,000 employers and their approximately 6.5 million eligible employees through more than 50,000 brokers. During the firm's nearly 30 years in business, it has become the nation's recognized leader in developing and offering innovative technology, health benefit plan models, and sophisticated employee-benefits services to companies of all sizes.

THE PROBLEM

When Word and Brown came to us, they were looking for a way to more effectively meet the marketing needs of their more than 50,000 brokers. They also wanted to help their brokers increase sales via direct mail.

The system they had been using to develop and order marketing materials was entirely manual and extremely inefficient. It involved multiple steps and numerous people from diverse departments and companies. It entailed a series of emails and phone calls, information sharing and ordering, and proofs and approvals between Word and Brown, the graphic designer, the marketing service provider, and more. Given the number of steps and people involved, their system presented many opportunities for error, from a misunderstood design concept to overlooked emails, a mail list getting matched up with the wrong mailing piece, and incorrect quantities.

Word and Brown was dealing with a system that wasted valuable time and money and ultimately reduced the company's profit margin.

THE SOLUTION

Word and Brown had investigated a variety of solutions, but until they found us they were unable to find a comprehensive solution that was both automated and affordable. What we had to offer was a web-portal solution that we have been implementing to meet client needs and workflow for over 18 years.

For Word and Brown, Main Graphics created a web portal that fully automates their direct-mail process—from document creation, to personalization, to mail-list acquisition or upload, to mailing. Our automated system sends targeted mailings on a timely basis without multiple steps. Now, all data is captured at one time, and orders can be proofed and approved immediately. The web portal we provided handles all aspects of Word and Brown's process and does so with only a few clicks of a mouse.

THE OUTCOME

Thanks to their new web portal, Word and Brown has an automated system in place that helps tens of thousand of brokers increase their direct-mail sales. It also enables brokers to set a marketing campaign for the year and be certain that the mail will get out on time and to the right people.

Furthermore, the web portal saves Word and Brown money. The improved workflow it delivers saves time and reduces error—both of which translate into significant cost savings. As well, each piece of mail they send now costs them 3 cents less than before. Given the fact that the company mails 1.2 million pieces per year, that savings packs a real punch. Thanks to our solution, Word and Brown will be able to reach out to and serve more clients, more effectively for years to come.

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