

Exeter, a premier auto finance company, sought a new strategic partner for the production and delivery of bills and statements, allowing them to focus on their core strengths, amplify value and unlock cost-savings potential.

CHALLENGE



Exeter works with over 13,000 dealers and 500,000 customers nationwide, providing indirect financing for new and used vehicles. Prior to engaging FSSI, Exeter partnered with another print and mail vendor, but the extended time to create letter templates, lack of marketing integration and minimal flexibility proved to be cost and operationally prohibitive. Additionally, Exeter's internal billing reconciliation process was lengthy and cumbersome and without a clear-cut solution.

SOLUTION



Exeter sought strategic solutions for the compliant production and delivery of its time-sensitive billing statements and notices, in addition to an effective way to offset the costs of customer communications. The company turned to FSSI to analyze various applications and suggest ways to gain operational efficiency and reduce costs, as well as research a better process to ease reconciliation efforts.

FLEXIBLE PRINT AND MAIL OUTSOURCING RECOMMENDED

To address Exeter's needs for efficient, flexible and cost-effective solutions, FSSI recommended statement and letter print and mail operations for the timely production and delivery of critical documents - with the latest in full workflow reporting, marketing expertise and strategic relationships. This included optimizing revenue potential with an engaging insert solution, gaining 100% control over letter templates with immediate revisions and fulfillment, integrating messaging based on business needs or marketing strategies, and seamlessly addressing returned mail with the creation of a unique proprietary tool.

OBJECTIVES



Utilize marketing services to monetize statements and welcome packets.



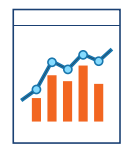
Streamline letter management with a timesaving, scalable solution.



Maximize the whitespace in documents with strategically placed, targeted messages.



Implement return mail services to assist with the reconciliation and destruction of returned mail.



Support management with custom production and inventory reports.

“Partnering with FSSI allowed us to focus on our strengths servicing our auto finance clients, they continue to deliver exceptional results with extraordinary service.”

- Shirley Slaughter, VP Credit Bureau and Customer Correspondence, Exeter

RESULTS

Exeter experienced lower production, mailing and labor costs and an enhanced billing experience, in addition to:

\$120,000

cost savings with the implementation of an insert solution

100%

improvement in monthly billing reconciliation process

98%

reduction in time spent to create and modify letter templates