



Efficiency, productivity, and value delivered

The power of standalone envelope inserting



ENTRUST

SECURING A WORLD IN MOTION

Table of Contents

Introduction	3
Direct mail is trending	4
Meet customer expectations and exceed operations goals	5
What to consider when purchasing a standalone inserter	5
The standalone Datacard® EXi7100™ Envelope Insertion System	7
The Entrust experience	8



Standalone envelope inserting solutions turn traditional mail into extraordinary results

In a technology-fueled world, direct mail continues to be one of the most effective ways to market to customers. It's tangible, it has the power to create an emotional connection, and people tend to trust print communications more than digital communications. Add a card to the mix and the mail piece's value soars for banks and financial institutions.

»» **76% of people say they trust physical mail**

As banks strive to send meaningful mailings that communicate their brand and deliver what their customers want and need, personalization becomes key. In the increasingly crowded financial market, bank marketers seek to build relationships that retain current customers and offer unique and personalized offerings to attract new ones. Doing so allows banks to meet the revenue and profitability metrics that matter most to them.

Personalization has the power to grab the attention of and engage an audience, and personalized direct mail has a better chance of getting opened and read, which significantly impacts results. Research shows that printing personalized images and text has a proven impact on the bottom line: Card activation rates can [improve by 54%](#) and transaction volumes grow 15%-20%. Adding personalization also increases customer retention, which in turn drives revenue. For example, a [5% increase in customer retention produces more than a 25% increase in profit](#).

Sounds easy, doesn't it? Just provide an exceptional personalized experience and everything will work out. But what about central issuance bureau operations? Is it possible to get the efficiency, productivity, and flexibility you demand, while also giving your own customers - i.e. the above-mentioned banks and financial institutions - what they want? Absolutely.

The right envelope insertion solutions can help you build larger jobs and maintain uptime while facing more personalized insert and packaging needs to meet customer demands in an increasingly crowded marketplace. Even more importantly, find a solution that allows you to track metrics that drive results and provides real-time information to manage every mail piece with accuracy and efficiency.

Direct mail is trending

Direct mail hasn't gone by the wayside; in fact it is something that consumers are excited about again. Specifically with millennials, they are finding themselves dealing with the fatigue of digital overload. In order to overcome this, "new" experiences such as receiving physical mail pieces are gaining the attention of this group. Not only are millennials taking notice of mail, [studies](#) are showing that direct mail is increasing in engagement, while email is decreasing.

When it comes to financial cards, today there are many ways to get these cards into the hands of cardholders - in branch, in the mail, through their digital app. If the card is being delivered through the mail, there is a tremendous opportunity to connect with that cardholder. Consumers are demanding that their products, interactions, and purchasing experiences are unique to them (i.e. personalized). The financial market is not exempt to these demands.

Cardholders are much more likely to open a mail package if it catches their attention. Even better is if what they find in the envelope connects with them in a way that shows their bank cares about who they are. Unique-to-them inserts, promotions, and additional bank offerings let them know there is a partnership in their choice of financial institution.

Coupled with rising expectations of the customer experience, a desire to trust organizations we associate with, and an abundance of choice in products and services, the [personal experience](#) is becoming essential for businesses to connect with and differentiate themselves to their customers.

« **In a time where trust is more important than ever, personalizing your outreach approach will help build that trust by showing prospects that you are willing to go above and beyond to get their attention.** »

Nicholas Price, Global Senior Manager of Content, Aircall

Meet customer expectations and exceed operations goals

Bureau operations managers strive to operate with innovative, cost-effective solutions that drive productivity, minimize risks, and help achieve goals. It's imperative to meet revenue, cost, and productivity expectations while offering secure quality products to their customers.

At the same time, bank marketing managers need to meet the metrics that matter most to them – and their customers – through innovative, highly differentiated offerings that build interpersonal, emotional consumer relationships. This requires flexibility to change campaigns, communicate rewards, stand out from the crowd, and ultimately be top of wallet and drive card activation and usage.

Assembling personalized content and unique insert requirements doesn't always have to equate to smaller job sizes and less efficiency. Adding flexibility into your operations with a standalone envelope insertion solution may be just what you need. In fact, the right standalone envelope insertion system lets you deliver a lot more than just a card.

Here are eight things to consider when purchasing a standalone inserter:

1. Software that supports the operations:

Can you provide real-time information on every mail piece in your operations? Having this information and the ability to provide the reports and alerts you need are critical to managing a production floor.

2. Built-in automation: How much time is spent between jobs? Having a system that helps enable fast job setups and digital job changeovers without adjustments that require tools results in less time and lower labor costs.

3. The ability to handle diverse insert sizes: Can your system handle your changing customer insert requirements? Ensure the system can handle a wide range of insert materials to allow for the flexibility your customer needs.

Automated Insertion Management System (AIMS)

AIMS verifies, in real time, that each mail piece, card delivery job, and database has been completed. When missing, duplicate, or unmatched business documents are identified, AIMS updates the data in real time and establishes records for reprocessing. AIMS creates a reprint file and verifies that replacement documents have been processed until your job is 100% complete. That verification provides the confirmation that compliance requirements are met and your customer's expectations are met.

- 4. Selective inserting:** Personalized package content doesn't have to equate to smaller job sizes. Instead of running just one mail package set-up at a time, combine and build larger job sizes by selectively pulling from different insert stations based on the data and job criteria.
- 5. Sorting and segmenting:** Sometimes it's just as important to be able to remove envelopes from the mail stream for special handling without stopping the system as it is to segment and sort finished envelopes. Ensure your systems are able to segment and sort to help drive maximum efficiency in your upstream and downstream processes.
- 6. Integrity and accuracy:** Reassure your customers that you have a complete and accurate mail package every time with some form of mail package verification, whether it is a bar code reader at each insert station or a weight scale to verify the expected and final weight of the package.
- 7. Modularity and agility:** It's essential to have a system that can be configured and tailored to your current needs and is field upgradeable as your requirements change.
- 8. Training, serviceability, and parts:** Most operations have a mix of inline and standalone envelope insertion systems to maximize efficiency. Commonality between your inline and standalone envelope insertion systems can drive efficiency in operator training and servicing. Commonality in parts can also drive cost savings and reduce spare parts inventory required.

The right standalone system leads to gains in efficiency and productivity, as well as the reliability necessary for card operations that prefer to run card envelope inserting as discrete, separate processes. The standalone system can offer production sites the ability to assemble customized, verified mail packages to help their bank and financial institution customers realize increased card activation and card usage results.



The standalone Datacard® EXi7100™ Envelope Insertion System

Robust, flexible, and modular

Standalone envelope insertion with the EXi7100 System gives you the ability to offer bank marketers the freedom to add specific inserts to each individual mail package. Ensure your system is providing the flexibility to handle a wide range of insert materials and meet your customers' variety of requests.

- Up to 7,800 envelopes per hour
- Automated Insertion Management System (AIMS) option to provide real-time information to manage every mail piece with accuracy and efficiency
- Fast job setups, built-in digital job changeovers to help reduce manual intervention and system downtime
- Modularity to add new technologies as required
- Intelligence to help maximize batch sizes with selective inserting
- Automation delivers precision, accuracy, and efficiency, even through your most complex jobs
- Verification options to help ensure the correct content in each unique mail package
- Envelope diverting options to help segment and sort finished envelopes and prioritize for the next steps in downstream processes
- Entrust offers both inline and standalone envelope inserters to help save on training, parts, and service



The Entrust experience

With over 50 years of experience and leadership in the issuance industry, a history of “firsts,” and an unprecedented legacy of customer success, it’s no wonder the world’s most entrusted organizations trust us.

Our central issuance solutions keep the world moving safely by providing the high-volume issuance solutions needed to keep up with secure payment demands in an ever-evolving world. More specifically, with Entrust, issuance includes more than a card. It’s a complete mailing experience — seamlessly integrated card personalization with mailer delivery — that competitors and direct mail houses just can’t provide.

Beyond the standalone envelope insertion system, we provide dynamic, end-to-end solutions ready to support your entire issuance portfolio needs with consistency and ease. Our highly efficient hardware and streamlined software integration can help drive your productivity, and the built-in modularity of our solutions and continuous flow of new technologies keep you ahead of the curve.

For more information visit [entrust.com/contact/sales](https://www.entrust.com/contact/sales)



For more information
888.690.2424
+1 952 933 1223
+44 (0) 118 953 3000
sales@entrust.com
entrust.com

ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

Learn more at
entrust.com



Global Headquarters
1187 Park Place, Minneapolis, MN 55379
U.S. Toll-Free Phone: 888 690 2424
International Phone: +1 952 933 1223

Entrust and the hexagon logo are trademarks, registered trademarks, and/or service marks of Entrust Corporation in the U.S. and/or other countries. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Entrust Corporation reserves the right to change specifications without prior notice. Entrust is an equal opportunity employer. ©2021 Entrust Corporation. All rights reserved. FS22Q2-exi-7100-envelope-insertion-system-wp