Bing

Intelligent Communication

| 16-Aug-16 | CURRENT COUNCIL PROCESS VS BING |

MAIL CASE STUDY

CURRENT COUNCIL PROCESS VS BING

Changing environmental factors such as continuous revenue cuts are pushing for Local Government to use innovative, digital technologies to deliver services to the community.

In a world with a strong push to digitise the way Councils engage with the community; Bing provides a unique offering to enable digital communications whilst continuing to provide a reliable and agile postal solution.

Bing transforms how Council is able to send information making it more efficient than ever before. Bing's solution can streamline process, increase productivity and minimise required resources.

The following case study is prepared with information received from two current Bing clients (The City of Casey and Brimbank City Council). The report looks at the current volumes of ad-hoc mail being sent within Council, and demonstrates consistent savings in time, money and staff if Council were to send mail through Bing as opposed to sending with current processes.

Graph 1.1 shows the City of Casey's mail volumes sent via Bing in the last financial year. The graph shows that each department sends out varying volumes.

These volumes are indicative of a progressive roll-out of Bing's services via department, where volumes might be skewed highly for departments sending via Bing for the whole year, and others a few months.

Graph 1.1 Letter Volume by Department
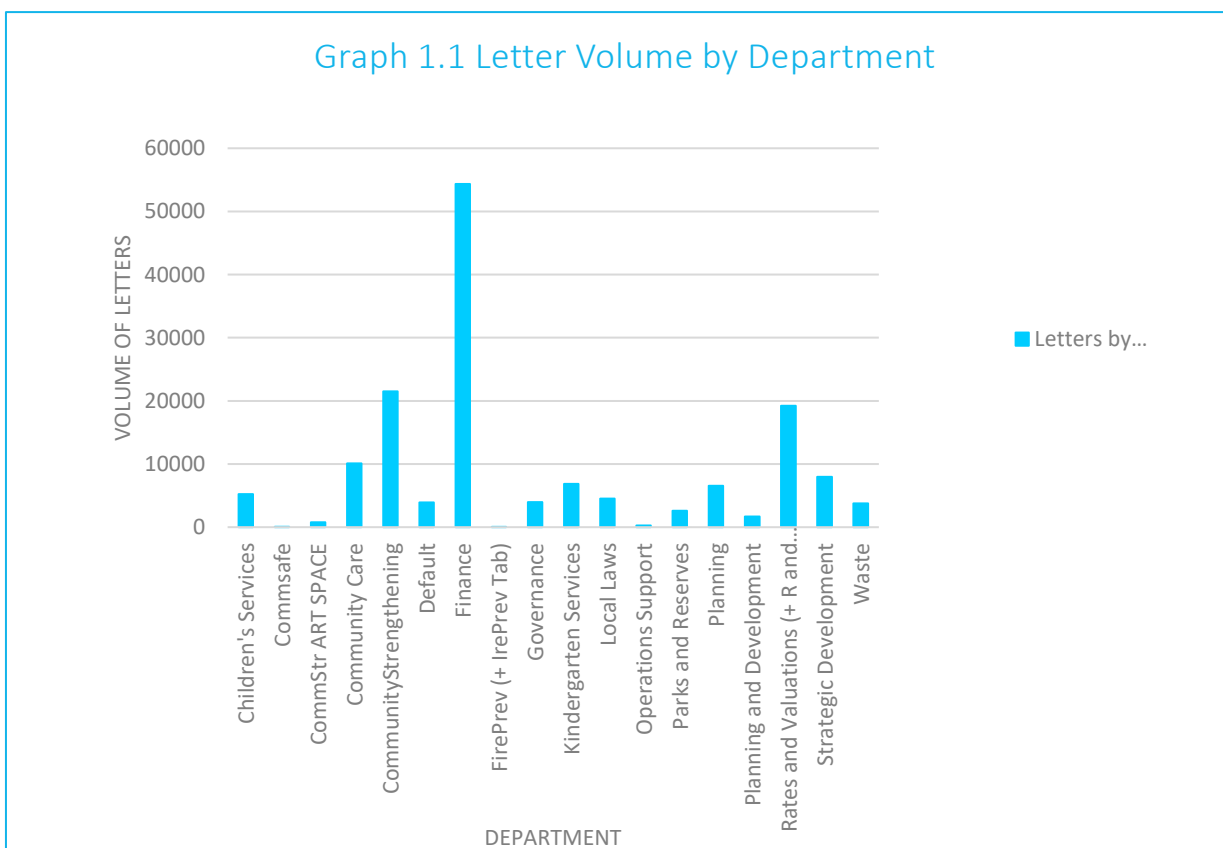
Based on volumes in graph 1.1, Graph 1.2 shows the cost of sending mail through Bing in comparison to the current cost of sending mail for Brimbank City Council.

Based on this information, if Brimbank City Council were to send the same volumes as the City of Casey through Bing, they would have an annual saving of approximately $44,291.

Graph 1.2 Letter Cost by Department
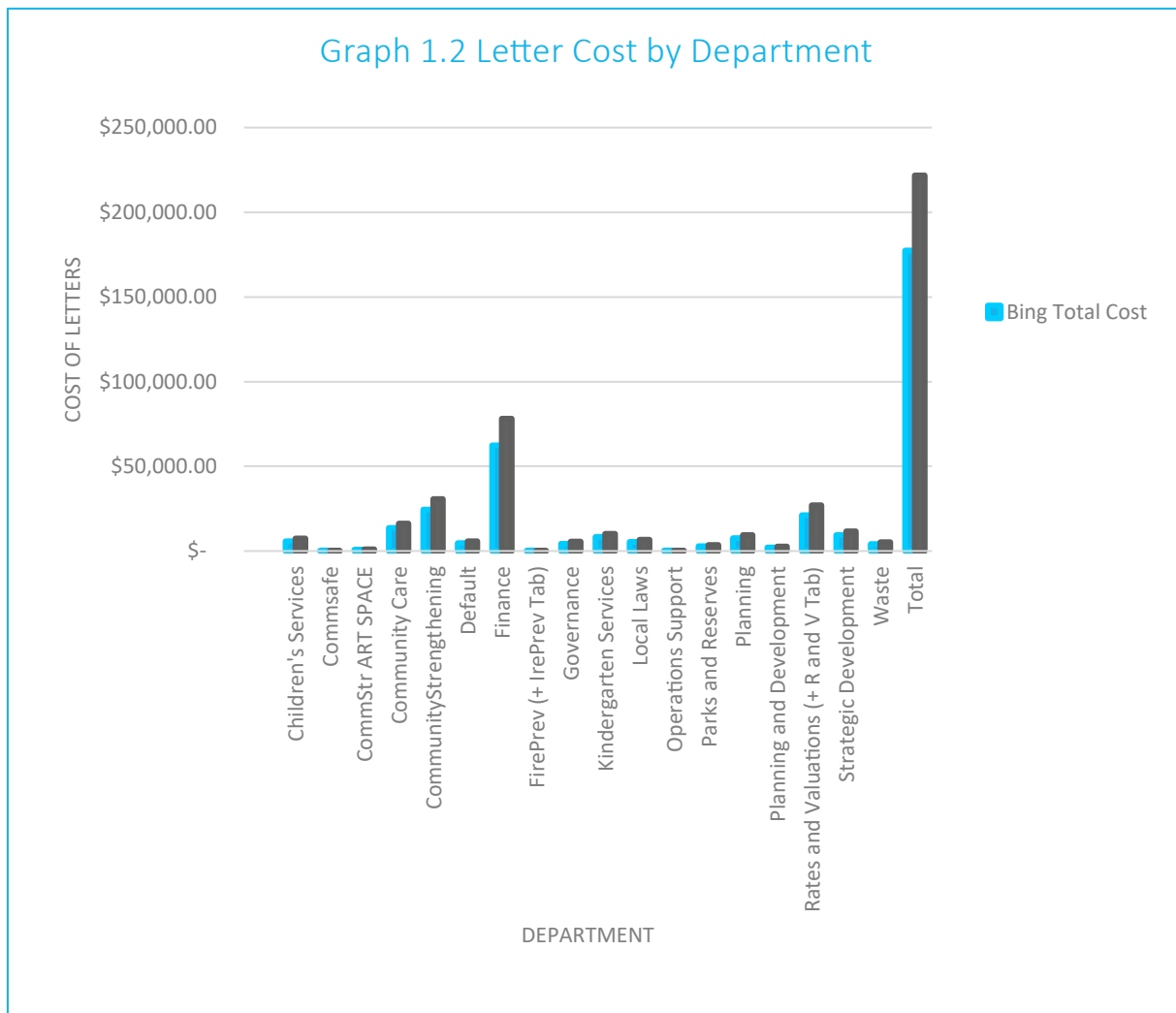
Graph 1.3 demonstrates a comparison of mail production time for the City of Casey when they were sending their mail within Council in comparison to sending via Bing's services.

The City of Casey used one specific mail-out job for a run of approximately 1,500 letters to compare processes.

There was an overall process reduction of 6.2 hours by using Bing.
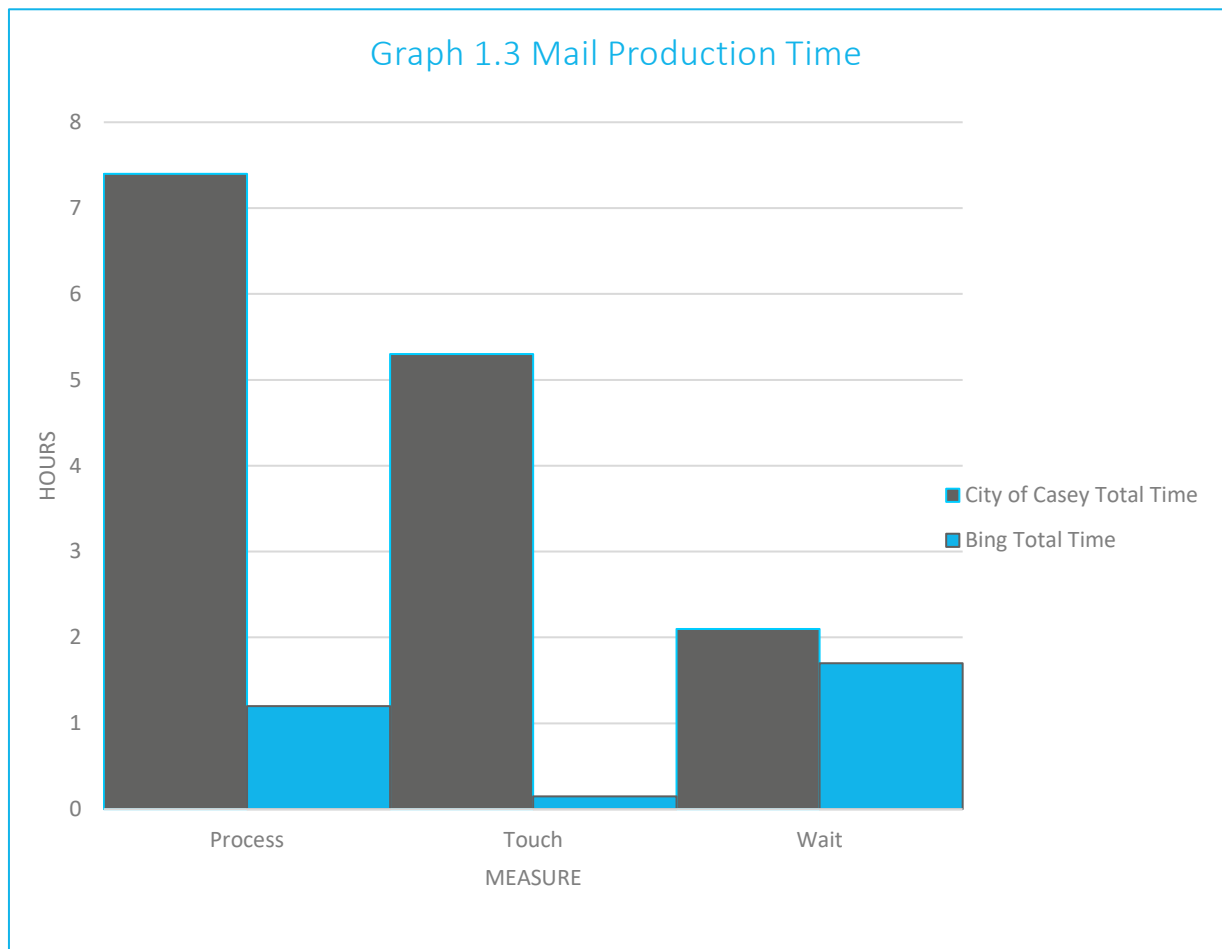
Using the same study as in Graph 1.3, **Diagrams 1** and **2** compare the step reduction in sending mail via Bing to the City of Casey's previous mail process noting a 60% step reduction to use Bing.
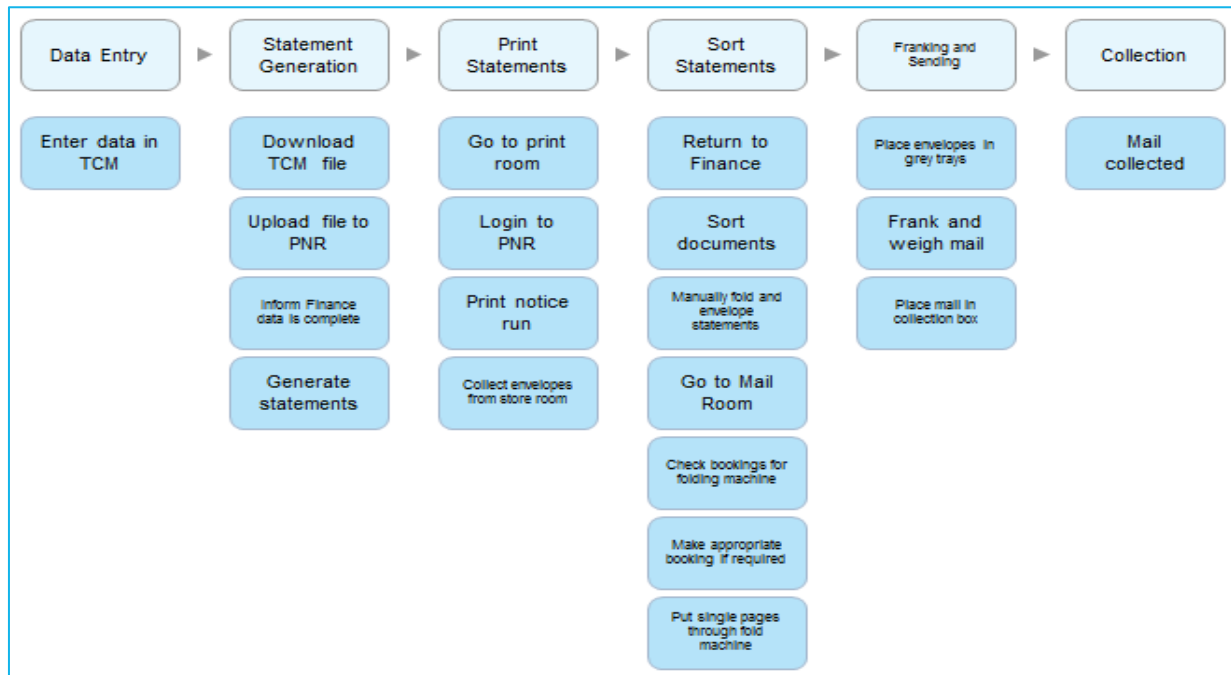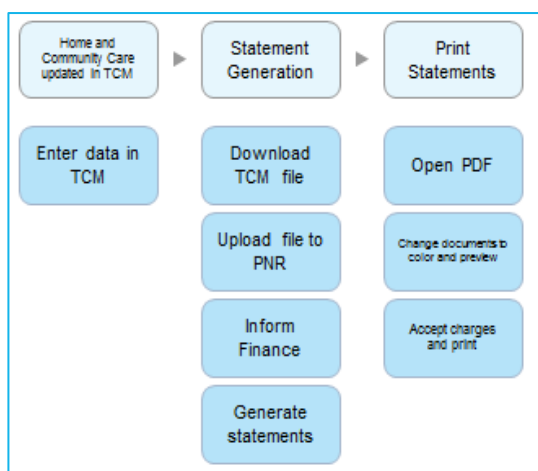
Diagram 1 City of Casey's Previous Mail Process

Data Entry	▶	Statement Generation	▶	Print Statements	▶	Sort Statements	▶	Franking and Sending	▶	Collection
Enter data in TCM		Download TCM file		Go to print room		Return to Finance		Place envelopes in grey trays		Mail collected
		Upload file to PNR		Login to PNR		Sort documents		Frank and weigh mail		
		Inform Finance data is complete		Print notice run		Manually fold and envelope statements		Place mail in collection box		
		Generate statements		Collect envelopes from store room		Go to Mail Room				
						Check bookings for folding machine				
						Make appropriate booking if required				
						Put single pages through fold machine				

Diagram 2 City of Casey's Current Mail Process using Bing

Home and Community Care updated in TCM	▶	Statement Generation	▶	Print Statements
Enter data in TCM		Download TCM file		Open PDF
		Upload file to PNR		Change documents to color and preview
		Inform Finance		Accept charges and print
		Generate statements		

Graph 1.4 shows the reduction of staff time and staff cost for a mail send of approximately 1,500 letters, based on the City of Casey's analysis.

The graph shows a reduction of 4 staff members, and a staff cost saving of $468.15 for the single mail-out.

Graph 1.4 Reduction in Staff Cost and Time for Mailout