

Radical redesign of bond statements generates flood of new business.



Best-of-the-Best Program Winner—TransPromo

Xerox Premier Partners Global Network



Bond Statement, TransPromo

MBA Group Limited

MBA Group, established in 1984, provides fully integrated print solutions for transactional and direct mail, from early planning stages to the finished product. They have operations throughout the U.K., including their principal site in North London where they operate a custom-built factory with 135,000 square feet of production capacity.

The company's continuing success has been born out of their commitment to their clients, where they distinguish themselves through attention to detail, proactive management and communication. They continue to invest in accordance with their customers' needs and actively keep abreast of all new developments that can drive down costs and improve the way they deliver their services.

On the web:
www.mba-group.com

The challenge

Legal & General is a leading provider of insurance, savings and investment management products in the U.K. with over 7 million customers. They wanted to radically redesign the bond statements they sent to members, which consisted of black-and-white loose-leaf sheets manually inserted into a three-ring binder. Not only did this often result in lost sheets and customer confusion, but it didn't reflect the value that members expected from this multibillion-pound company.

They knew they wanted to enhance these statements, but because of the scale of the required changes, Legal & General didn't know where to start. For answers, they approached MBA Group Limited.

The solution

Working closely with Legal & General, MBA Group mapped out a brand-new design and production process that would integrate data integrity verification and full-color creative. They also partnered with Xerox to ensure that this solution would deliver the results and efficiency Legal & General—and their members—expected.

The Xerox® 980 Color Continuous Feed Printer was MBA Group's natural choice to produce these statements, not only for its lightning-fast speed but for how the flash-fusing process expanded the range of media types and weights they could use, while reducing paper shrinkage, curl and static. With hefty variable design requirements, MBA Group turned to XMPie® uDirect® to handle the vast array of variable elements. It also allowed them to seamlessly create 12-, 16- or 20-page versions of the statements according to each individual member's portfolio needs.

To ensure that documents were correctly matched to each member, a unique bar code was added to the margin of each page. As the statements were assembled by the Duplo® Intelligent stitching line, the code was scanned for integrity verification and then trimmed off during finishing.

MBA Group also included a member survey to capture valuable feedback on the new design which would help them fine-tune the bond statement moving forward.

The results

Legal & General was exceptionally impressed with the redesign and the results. Calls to their customer service center dropped significantly and survey responses from members have been hugely positive—generating responses that were 30 times higher than expected. In addition, the process yielded Value Added Tax (V.A.T.) savings of £15,000.

Legal & General was so pleased that they have moved their entire pension statement and bonus statement mailings to the same platform as well as plan to roll out additional pieces. For MBA Group, this means significantly more business ... and the success is actively helping them promote their TransPromo capabilities to other large financial firms and companies.

