

**Case Study**

**Ecological Mailing  
creates new business  
opportunities and  
gains competitive  
advantage with a  
single tool**



## INDUSTRY

**Business Services**  
**Print Service Provider**

## COMPANY

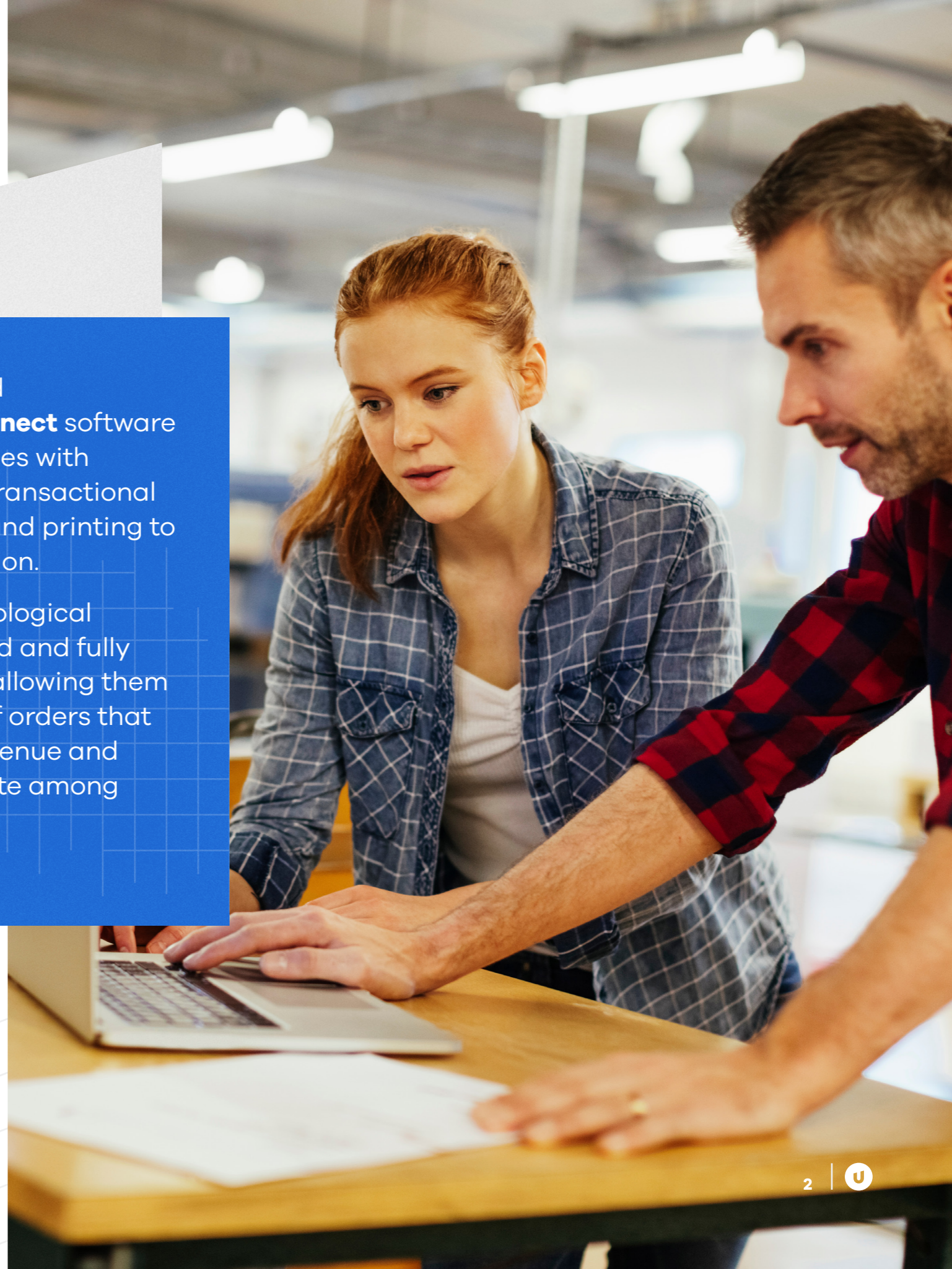
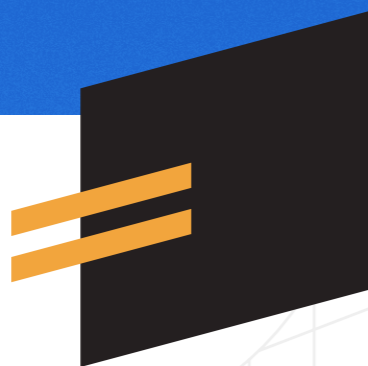
**Ecological Mailing**  
**Madrid Region, Spain**  
[www.ecomail.es](http://www.ecomail.es)

Ecological Mailing was founded in 1995 with the mission of offering direct marketing, promotional marketing, and billing services to a constantly evolving market. Proud of their commitment to information security, the environment, and quality management, Ecological Mailing has developed into a comprehensive service provider, including variable document printing and database processing for a growing number of businesses in Spain.



**Ecological Mailing** used Objectif Lune's **OL® Connect** software to diversify their activities with services ranging from transactional document production and printing to multi-channel distribution.

OL® Connect equips Ecological Mailing with streamlined and fully automated processes, allowing them to complete a variety of orders that generate additional revenue and a higher satisfaction rate among customers.



# How can you thrive in the competitive print services market?

## **Ecological Mailing needed the right technology to offer differentiated, value-added services.**

Like many other service providers, Ecological Mailing faced an increasingly competitive market that reduced new business opportunities. Their legacy infrastructure hampered the company's ability to meet market requirements and achieve fast turnaround times for customized print and mail orders. To attract new customers and enhance their offerings, Ecological Mailing considered entering the transactional document market to provide services that spanned from document composition and printing to multi-channel delivery. Following previous unsuccessful custom software development and management efforts, the organization was looking for a more efficient and cost-effective solution capable of managing the document lifecycle.

## **OL® Connect powers transactional document printing and multi-channel delivery services.**

Ecological Mailing seamlessly integrated OL Connect software with their existing document production and management system to deliver new services. Process automation and digital tools enabled the business to manage transactional document generation and processing while extending distribution to various channels including print, email, and web. Now, manual handling has been eliminated, recurring processes are automated, and records are automatically archived in their document management system (DMS).

*"OL Connect is a robust and reliable solution with great customization capabilities, a must in our market."*

**– Sergio Herrera Gonzalez**  
IT Director  
Ecological Mailing  
Spain



# Ecological Mailing optimized print procedures and built a strong position in the transactional print market.

## **OL® Connect guides the transformation of rigid and inflexible processes.**

Using OL Connect's robust print and mail production capabilities helps staff manage the entire print process more efficiently, starting from order intake to production and delivery.

Employees can now fulfil more complex jobs and ensure that they are completed to the highest standards. The detail of each job received is automatically generated, reducing errors and ultimately speeding up communication and decision processes. Customized workflows can be created to meet specific deadlines and direct marketing services are optimized with tools that facilitate the execution of email marketing campaigns.

Automated processes provide an optimal customer experience by improving order to delivery flow and communications while enabling the company to benefit from postal discounts.

## **The results**

- The new diversified offering helps Ecological Mailing remain relevant in an extremely competitive market, improve cash flow, and achieve healthy business growth.
- Increased number of orders from new and existing customers and greater customer retention.
- Streamlined processes result in considerable time and cost savings, enhancing operational efficiency.

- Improved customer satisfaction thanks to a simplified order process, real-time communications, and faster turnaround times.
- By supporting and enhancing their existing infrastructure, OL Connect improves business intelligence through document analysis and reporting and the creation of a data repository.
- Staff can automatically create documents in PDF format, print spools, and emails from the customer database. A bespoke solution allows for the extraction of data directly from PDF Documents and recording in the data repository without human intervention.
- Employees can leverage key automated workflow features for postal sorting, attachment merging, barcode insertion for intelligent matching and generation of statistics to optimize transactional documents processing.

**Upland Objectif Lune** helps companies automate their business communications with our digital transformation solutions. We create, manage, distribute and automate transactional and promotional documents while solving the challenge of integrating systems.