



Case Studies

Transactional – Acura Finance



Background

Acura Finance is a medium sized financial institution providing financial solutions to a large and varied client base.

Requirement

Acura were looking to partner with a company who they could entrust to outsource their many financial statements and frequent direct marketing campaigns. Their goal was to effectively promote their specialized financial products to their current clientele and specific target segments.

Solution

Melbourne Mail Management undertook an analysis of their various mailing requirements.

We helped Acura redevelop their internal reporting systems empowering them to download their highly confidential statement mailing over a secure medium. This allowed for efficient and cost effective processing, as well as postage discounts not previously enjoyed.

In consultation with Acura, Melbourne Mail Management also improved the client's direct mail acquisition strategy. This enhanced their offering and ensured their recipients were receiving a high quality piece increasing the overall response rate.

Testimonial

“Melbourne Mail Management has taken much of the burden away from our regular transactional mailing. Their expertise and efficient service has benefited our sales team by assisting us in developing more targeted and responsive campaigns in addition to realizing significant cost savings in the way we process our mail.”

Arjuna Samarakoon
Acura Director