



Intelligent Communication

16-Aug-16

CURRENT COUNCIL PROCESS VS BING

MAIL CASE STUDY

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

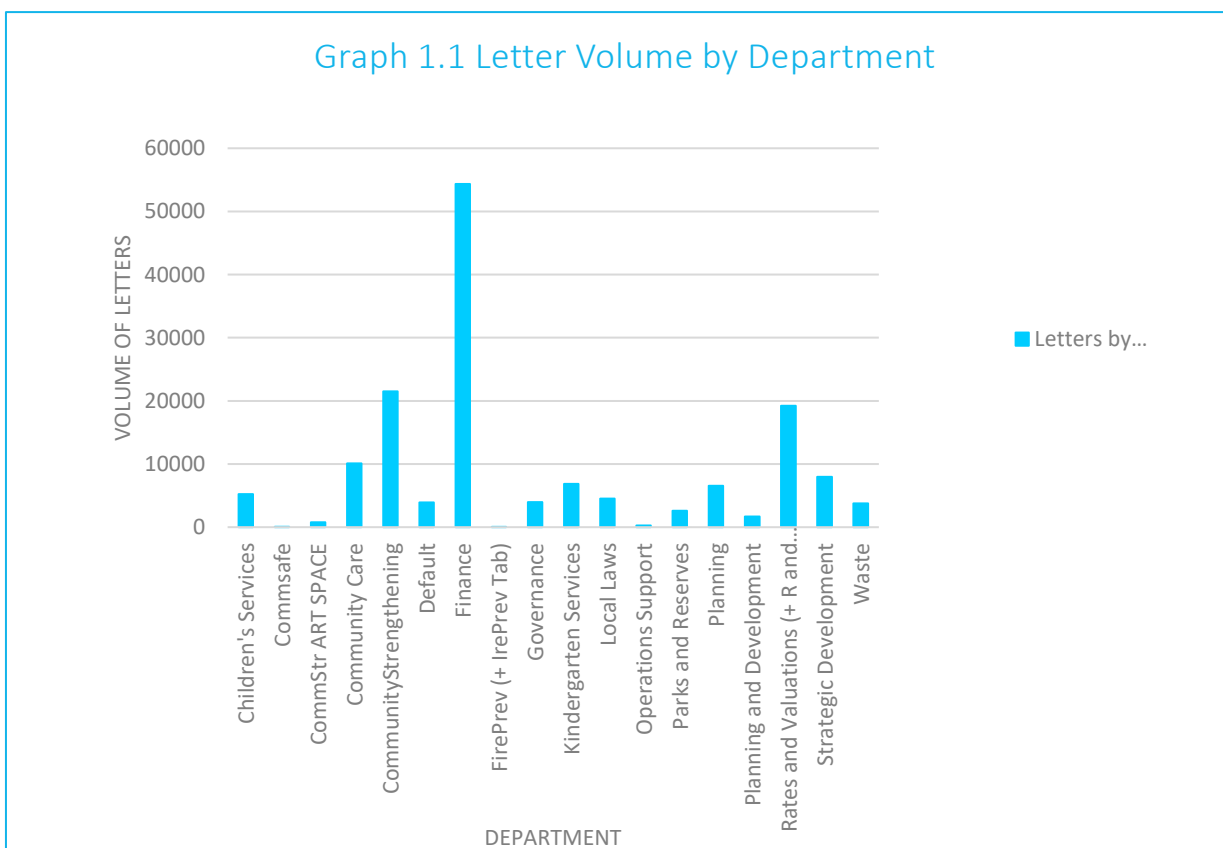
In a world with a strong push to digitise the way Councils engage with the community; Bing provides a unique offering to enable digital communications whilst continuing to provide a reliable and agile postal solution.

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.

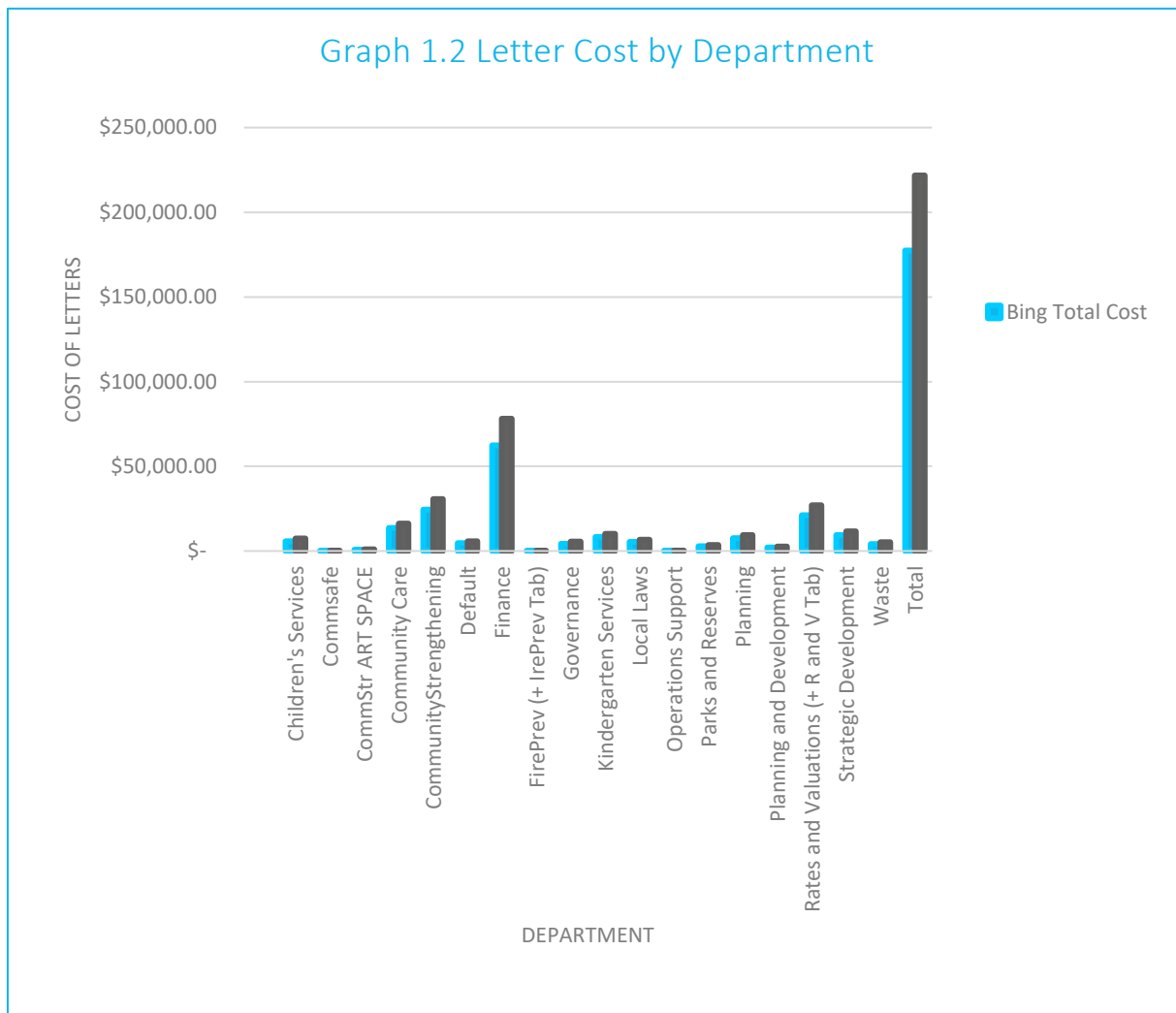
Graph 1.1 shows the City of Casey's mail volumes sent via Bing in the last financial year. The graph shows that each department sends out varying volumes.

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.



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.

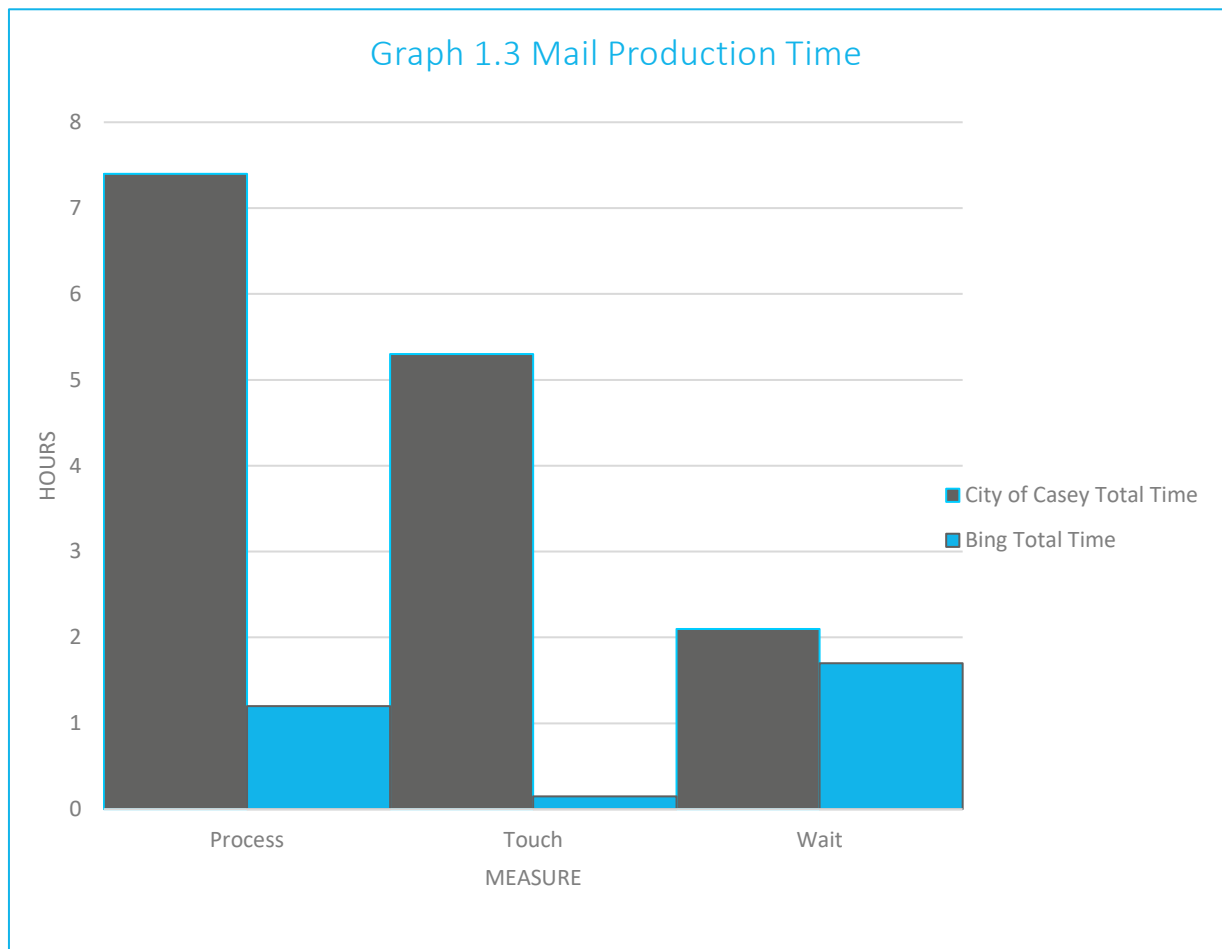
Based on this information, if Brimbank City Council were to send the same volumes as the City of Casey through Bing, they would have an annual saving of approximately \$44,291.



Graph 1.3 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

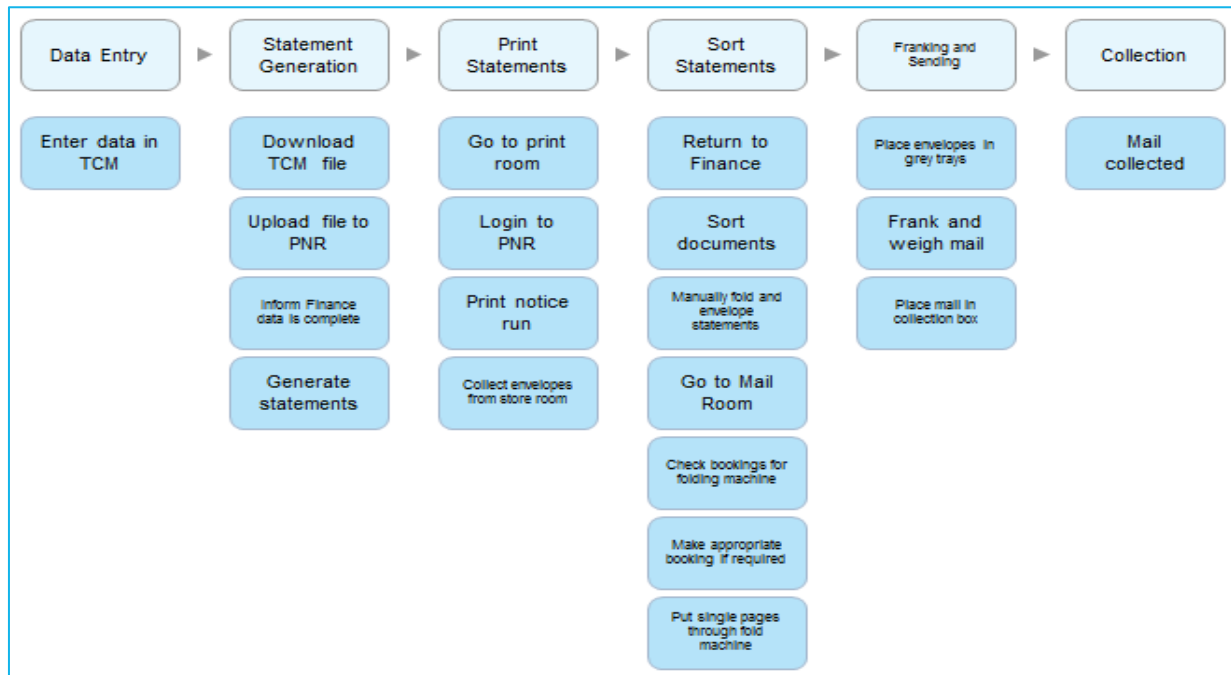
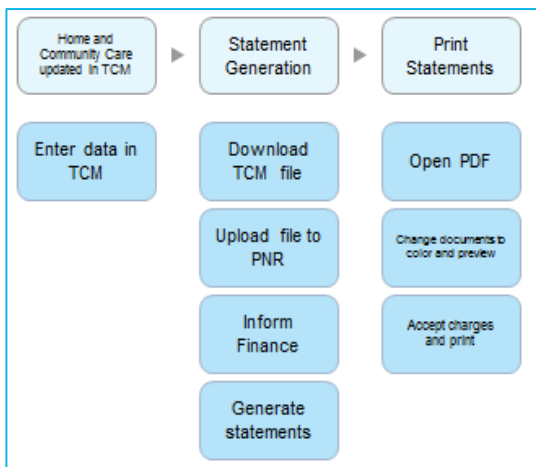


Diagram 2 City of Casey's Current Mail Process using Bing



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.

