

Woori Bank streamlines mass mail with solutions from Pitney Bowes

With Pitney Bowes APS22 inserters, Woori Bank is now able to:

- » Increase productivity of the mailroom operation despite increasing mail volume
- » Increase customer happiness through regular mail updates
- » Maintain the integrity of mail with data printing quality checks
- » Increase staff morale with almost no errors during mail matching

Background

Woori Bank is ranked as the 65th bank in the world with assets totaling USD28 billion as of 2007. Woori Bank is set to surpass their status as the number one bank in Korea to being a Global bank. Woori Bank now has 43 offices across the globe including the United States of America and China.

Dealing with their clients' wealth management and financial planning, Woori Bank processes hundreds of thousand accounts daily. The significance of clients receiving their mail could not be disregarded as it is critical for a financial institution to protect the integrity of their clients' accounts and ensure that clients' are always in the know of their financial and wealth management status.

Woori Bank's growth in the financial sector as well as expansion overseas resulted in a major increase in mail volume. Woori Bank's monthly mail include marketing brochures and notifications of due dates on the loans which is critical for customers to receive on time. The existing inserters that were installed five years ago could not keep up with the increasing mail volume as the inserters' average throughput was

about 2,500 – 3,000 envelopes per hour. Productivity was greatly diminished and Woori Bank risked not being able to update their clientele on-time.

Due to the overwhelming mail volume, the existing inserters displayed frequent errors during matching. As Koreans prefer personalized mail using closed face non-window envelopes, the inserters had difficulty matching the right mail to the right envelope. This actually led the staff to halt the insertion processes at each hundredth mail cycle to perform manual visual checks to verify correct sequence of mail in the envelope.

Needless to say, Woori's mailroom operation was not functioning efficiently. Woori Bank was facing other challenges which included:

- Delays in sending and customers receiving important mail.
- Overworked staffs who were not realizing their true potential.

The strains were overwhelming as Woori Bank's reputation was on the line and their core values of 'Customer Happiness' and 'Talented & Competent Professionals' were on the brink of disrepute.

Case Study



"I am really satisfied with the machine, especially when it is running at full speed. The machine's speed is impressive and I could see there were a lot of value added features. We have really improved our mail process productivity with Pitney Bowes APS22 Inserter."

Mr. Jaekyu Lee, the mailroom manager

Challenge

Revamping their mailroom operations to handle larger volume of mail for their growing business

Solution

Pitney Bowes APS22 inserter with "Line Scanner" and "Output Camera" provided the ideal solution for Woori Bank which increased mailroom productivity and nullified mail matching errors.



Pitney Bowes new inserters surpassed Woori Bank's requirements.

Woori Bank was soon in the market looking for a suitable high-speed mailing system Pitney Bowes came out tops among other competitors. Woori Bank reviewed a demonstration of the APS22 inserters that were in operation at Bill Post Korea, a client of Pitney Bowes Korea. The demonstration used two sheet insertion processes with inline address printing at 20,000 envelopes per hour for twenty minutes. During the insertion test, there was no mechanical jam or error displayed which was in stark contrast to the existing inserters employed by Woori Bank.

The APS22 inserters have input based "Line Scanner" and "Output Camera" which were capable of detecting printing errors on the materials. Woori Bank were using more than 200 different types of Primary Applications Documents. The APS22 Line Scanner was more than capable in handling the variety of materials and detecting defects in print quality and handle OMR, OCR, 1D and 2D Barcodes no matter its location on the document or envelope and without additional adjustments by the operator

Woori Bank subsequently confirmed orders for the APS22 inserter with Pitney Bowes unique "Line Scanner" and "Output Camera" functions. The APS Series is a high speed intelligent inserter with high flexibility, running at 22,000 cycles an hour. Its modular design incorporates flexibility, operational efficiency, and maximum productivity to dramatically reduce cost per mail piece.

Benefits

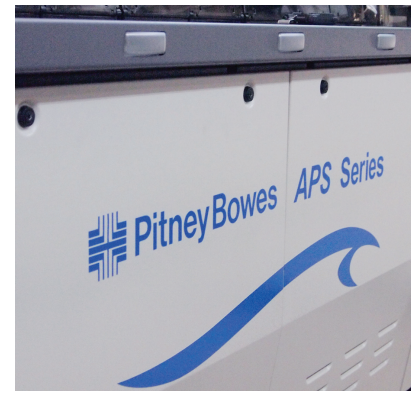
In the middle of June, 2009, Pitney Bowes APS22 insertion system began their production run at Woori Bank's mailroom. The first job was a matching application of very small 2D barcode labels with inline address printing on 400 dpi which is a considerable improved printing quality compared to their previous equipment.

The "Line Scanner" offered Woori Bank greater flexibility in choosing different template designs and materials for their mail, as there was no longer any restriction in the placement of barcode labels or OMR marks. The "Line Scanner" which could detect and read the barcodes without any physical adjustment strongly complements Woori Bank's requirements for small 2D barcodes.

Woori Bank could now lay claim to be the first within the Asia Pacific region to employ inserters with "Line Scanner" technology. The "Line Scanner" provided Woori Bank with other advantages such as:

- Top and bottom scanning with full sheet matching.
- Verifying print streaks.
- Verify print contrast and detecting print errors such as blobs.
- Checking for off centered printing.

The output camera performs a final address print quality check on the envelope at the end of the insertion process. This closes the insertion loop, ensuring thorough checking of accuracy and quality without forgoing speed.



Woori Bank could now guarantee that mail sent to clients were free of errors and reached their clients at a much shorter time.

Woori Bank's mailroom staff also no longer needed to perform matching checks. The inserters were so efficient that Woori Bank no longer use their old inserters despite having increasing volumes of mail.



©2009 Pitney Bowes Inc. All rights reserved.

Pitney Bowes, the Corporate logo, FPS, Direct Connect, and SureTrac are trademarks of Pitney Bowes. Emtex is a registered trademark of Emtex, Limited. VIP is a trademark of Emtex Ltd. All other trademarks are the property of their respective owners.