



“We wanted to consolidate our printing and distribution, but there was no precedent. Direct Link helped us to test our theory, and now we are rolling the program out to six other countries.”

Financial Institution Improves Cash Management

International credit card companies mail out millions of monthly statements. Credit card statements are time sensitive. The timing of the receipt of the statement impacts the speed of cash collection. Speed, quality of service, and secure delivery are of the utmost importance to finance companies. Direct Link serves such a company, providing a simple and verifiable process that satisfies purchasing and the financial controller.

Our client wants to leverage printing costs by centralizing printing to a few key global hubs. Consolidated monthly print runs for the region tally in the millions of statements, spread out over several print cycles. Direct Link proposed a system, which encompassed local and international logistics, and simple tracking and reporting that helped the client to sort through the complexities of multi-domestic distribution from Asia.

By outsourcing to Direct Link, the client can focus on their core business and strengths of processing

transactional data, monthly billing and marketing. Direct Link handles all the logistics and distribution, which would otherwise require the client's full-time management attention.

CHOOSING THE RIGHT ALTERNATIVE

The potential savings through print consolidation were apparent to the client. The business problem was how to retain the print savings through a cost effective distribution system. A request for proposal was presented to Direct Link. We tailor made a solution to fit the client's requirements, including customized on demand reporting systems, monthly reports, and billing services to meet their requirements and reduce their costs.

Since this was a new project, and a new experience for the client and the selected printer, Direct Link agreed to a trial period for one specific country. Through the initial trial, we were able to work with the client and the printer to improve internal and external systems.

THE BEGINNINGS OF A THREE WAY PARTNERSHIP

Direct Link works directly with the finance company's printer on logistics solutions. All parties see the success of a transparent and flexible solution. We learned about each others' business, and shared suggestions.

Openness and the spirit of continuous improvement are shared corporate values between the client, the printer, and Direct Link.

SERVICE BENEFITS THAT CREATE ADVANTAGE

High quality service and tight delivery targets were our challenge. We proposed a solution that met the clients delivery needs, and more. Through our solution, the client enjoys a localized look and feel, plus the advantage of a return address in the country of destination. This speeds up database updating, and ultimately helps to resolve collection issues faster.

LEVERAGE OUR RELATIONSHIPS IN THE POSTAL WORLD

Our excellent working relationship with receiving postal authorities also means that the client enjoys quick response and problem solving whenever any problems might arise.

A SUCCESSFUL TRIAL LEADS TO NEW OPPORTUNITIES

With a successful trial completed, we are working with the client on expanding to other SE Asian markets. This has been a learning experience for a significant player in the credit card industry. Our contract has been extended, and we are working on new alternative solutions for six other Asian markets.

