



**“This is our passion. It sounds geeky, but we are considered a resource to our clients. For every penny saved on postage can mean we may be gaining another mailing from our client.”**

Jill Townsend, Square One

#### **BCC SOFTWARE PRODUCTS & SERVICES USED**

*BCC Mail Manager Full Service*

*NCOA<sup>LINK</sup> FSP*

*DPV*

*DSF<sup>2</sup>*

## **1** square one START HERE

**Boasting response rates that are 200% better than email, smart marketers know direct mail remains the most influential among growing marketing channels that are available to consumers.**

**WHEN CHOOSING A MAIL SERVICES PROVIDER, THESE SAME MARKETERS KNOW THAT LOWERING THE COST OF POSTAGE MEANS A HIGHER ROI.**

Square One, a marketing communications provider, evolved their business model to better reflect how real business gets done today, and grew their mailing service offerings, thanks in part to BCC Mail Manager™.

Coining the term “direct mail manufacturing,” Jill Townsend, Executive Vice President, and her team work with their clients to be a solution provider, especially when it comes to maximizing postal discounts.

Square One’s growth isn’t accidental, especially in an era when most of its competitors are struggling. Townsend and her team have made calculated decisions, constantly educating themselves on challenges, available solutions, and how the company can stay affordable while remaining profitable. One strategic tool that has been a constant at Square One is BCC Mail Manager. Starting with BCC Mail Manager LE™ in 2002, Square One moved to BCC Mail Manager in 2009, and in 2015, upgraded to BCC Mail Manager Full Service™.

Townsend credits not only the postal software, but her account representative at BCC Software, as the value added to Square One and its customers.



## BY THE NUMBERS

**\$500,000**

*growth in mailing services sales*

**70%**

*increase in efficiency on variable mailings*

**249%**

*efficiency increase for letter/envelope mailing in less than six months' time*

## INCREASE PROFITABILITY AND PRODUCTIVITY

The spectacular profitability and sales results within the mailing service branch of Square One only showcase one side of the story. The other side is the productivity results that allowed less manpower per job, and thus more jobs done. Processes like data preflight and label simulation, both which were previously done manually, are now automated. In areas like file splitting, complex mail streams with versioning are now coded for lot variation, maximizing postal discounts and simplifying the processing. Square One can also offer its customers the ability to run campaigns where gender specific coding requires different variable graphic images or content driven messaging by offering more stringent de-duping of records by name variation for better address hygiene and accurate recipient counts.

## STREAMLINE YOUR TASKS

As a BCC Mail Manager Full Service customer, the Square One mailing services department streamlined the tasks and identified mailing processes that could be performed with an increased level of production capacity. This has been accomplished without an increase in staffing or production time frames. BCC Mail Manager Full Service allowed them to expand their reach within their existing customer base, growing the accounts with sophisticated, large-scale and targeted mail campaigns. It has also attracted new business development to their ideal vertical markets, companies that were looking for the same type of service from a provider with a proven track record.

## READY TO LEARN MORE?

BCC Software strives not only to see its customers succeed, but like Square One has demonstrated, help the end customer succeed as well.

To learn more about the BCC Mail Manager product that Square One, and hundreds of other industry leaders use, contact us at [marketing@bccsoftware.com](mailto:marketing@bccsoftware.com) or **800-337-0442**



75 Josons Drive, Rochester, NY 14623-3494 • (800) 337-0442 • [marketing@bccsoftware.com](mailto:marketing@bccsoftware.com) • [bccsoftware.com](http://bccsoftware.com)

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