

BCC SOFTWARE



“Your customer support is a strong, strong positive for all of BCC Software.”

Dick Vann, Senior Advisor and Partner, PostMark, Inc.

BCC SOFTWARE PRODUCTS & SERVICES USED

BCC Mail Manager

Rooftop Geocoding



PostMark’s healthcare industry customer needed to quickly and accurately alert patients of their new provider and healthcare location based on their residence.

When Jon Bowman and Dick Vann from Post Mark, Inc. (PostMark), a full-service mail house located in Winston-Salem, North Carolina, had a customer in the healthcare industry who needed to get a direct mail letter out with customer-specific geographic information, they knew they needed to deliver a timely and accurate solution.

Facing the reality of changing in-network providers, the customer needed to ensure that residents in the area were made aware of the new providers they were reassigned to, and the new locations where they could receive healthcare based on where they lived. Clearly communicating this change in a timely manner was especially important since some of the areas covered by the healthcare network were very rural.

PostMark was able to turnaround its customer’s seemingly complex job in just one day. This would have taken the customer at least three weeks to process were they to do it internally.

To ensure this, PostMark looked to BCC Software for a solution that fit the bill –Rooftop Geocoding. Rooftop Geocoding from BCC Software allows the sender to precisely target personalized messages by adding the exact longitude and latitude – to six decimal places – of the address on each record.

On top of already reaping the benefits of seamless mailing thanks to BCC Mail Manager™, PostMark was able to easily integrate Rooftop Geocoding into its operations, and worked closely with BCC Software’s Customer Support team to get it all set up.



PROBLEM

PostMark's healthcare industry customer needed to quickly and accurately alert patients of their new provider and healthcare location based on their residence.

SERVICES USED:

*BCC Mail Manager
Rooftop Geocoding*

RESULTS:

The healthcare network was satisfied, as their campaign was processed in just one day thanks to PostMark. If the customer had done this campaign internally? It would have taken three weeks. With a satisfied customer, PostMark is able to uniquely offer Rooftop Geocoding, among other data quality services, to all of their customers.

"BCC Software customer support is absolutely excellent. They don't play games. We worked closely with them to work through the details of setting up Rooftop Geocoding into our operations," says Vann.

After working with BCC Software to get Rooftop Geocoding up and running with their workflow, PostMark was able to turnaround its customer's seemingly complex job in just one day. This would have taken the customer at least three weeks to process were they to do it internally.

By offering services like Rooftop Geocoding, PostMark is standing apart from its direct competitors. "It's important to work with your customers to understand their pain points and develop a comprehensive strategy," says Bowman.

"We appreciate the product that you produce, because we know that the market is not the world's largest, but you have a very strong product, and we make heavy use of it," explains Vann.



To learn more about the mailing software and data quality products that PostMark, Inc. and hundreds of other industry leaders use, contact us at marketing@bccsoftware.com or **800-337-0442**



75 Josons Drive, Rochester, NY 14623-3494 • (800) 337-0442 • marketing@bccsoftware.com • bccsoftware.com

©2018 BCC Software, LLC. All rights reserved. BCC Software, BCC Mail Manager, and the BCC Software logo are trademarks or registered trademarks of BCC Software, LLC. The following trademarks are owned by the United States Postal Service®: USPS and United States Postal Service. All other marks are the property of their respective owners. Specifications are subject to change without notice. [bccsoftware-case-study-postmark-rooftopgeocoding](#)