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quadient
Because connections matter.

IMPRESS DISPATCH
Managing Ad Hoc Mail

Add value to every customer communication

Not all mail is planned or sent in bulk. Individual communications, or ad hoc mail, is a part of every company's operations and fluctuates on a daily basis. While some organizations may have a mail center, they may not have an effective way to manage ad hoc mail.

What is ad hoc mail?

Ad hoc mail is any customer communication that falls outside of your regular bulk distribution schedule. Depending on the industry, this may include documents like appointment reminders, insurance policy updates, mortgage application letters, court summons, product announcements, or special offers. Ad hoc mail contains critical and, at times, confidential information. The better the quality product that your company puts out, the better it reflects on your business and drives company growth.

Backed by the Experts

Gartner, Forrester, and Aspire

Experience

A rich history of world-class leadership

Proven Results

96% customer satisfaction rate

Expertise

8 billion personalized experiences annually

No day is ever the same, especially when it comes to sending outbound mail. Daily business operations require numerous employees to send ad hoc customer communications. Ad hoc mail is necessary and important, but how do you make sure that your organization is delivering a consistent customer experience and optimizing costs?

What are the Benefits of Managing Ad Hoc Mail?

If ad hoc mail is not managed in the right way, there is a possibility that it could negatively affect your organization.

Communicating a Unified Brand Image

When organizations enable employees to create and send ad hoc customer communications without the proper controls in place, the risk of an inconsistent customer experience is inevitable. The look and feel of documents, produced by various individuals, lack continuity and may not be in line with your corporate identity. For companies with remote employees, delivering a standardized look becomes even more challenging.

Supporting Compliance and Security

How do you ensure that ad hoc mail is secure and meets compliance requirements? New employees, for example, may not be up to speed with company policies or brand standards. Without a way to review or track customer communications, how do you validate document integrity and know the right document is going to the correct customer?

Offering Multichannel Delivery

These days, customers interact with companies via a range of delivery channels. Offering multichannel delivery options for both batch and ad hoc mail helps you build a more personalized relationship with your customer.

Ease of Use and Personalization

Its integration with Impress Automate and the intuitive interface offers employees the flexibility to customize documents with additional text, images, targeted messaging, or personalized attachments, helping to further enhance communications and make them more relevant for each customer.

Optimized Resources to Minimize Costs

Save costs throughout your organization. Benefit from more efficient processes, along with optimized postal rates from consolidated mail volume. Impress Dispatch is integrated with Impress Automate's intelligent barcoding technology to group documents together, helping to ensure the right communication is sent to the correct customer.

Improved Customer and Employee Experience

Users have the option to select different delivery channels to satisfy customer preferences, whether it's printed mail, email, a document portal, or even outsourcing through hybrid mail.

Impress Dispatch helps accelerate the preparation of ad hoc documents so employees regain valuable time to focus on higher value tasks. Standardized documents may be saved as templates for future use, for a seamless look, and to reduce set up time to just a few clicks.

Why Choose Impress Dispatch?

Quadient's Impress Dispatch is an ideal solution for managing ad hoc mail. It leverages your existing infrastructure and allows unlimited employees to prepare, review, and approve outgoing ad hoc documents from any location and automatically send them to your mail production center or to your customer's dedicated, secure document portal.

Impress Dispatch also includes archiving capabilities that provide complete visibility to your document history via a user-friendly dashboard.

Governance

The Impress Dispatch solution has a simple built-in approval process. Before the communication is released for production, different user roles may be established to review and approve documents to confirm proper branding and format or catch any critical errors.

Adding a level of control to your ad hoc mail that is easy for your employees to manage will help to ensure that customer communications are always polished, professional, and promote a positive customer experience.

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