

Project Summary

Objectives

- Provide the technical expertise needed to convert employee benefit data into personalized benefit statements.
- Develop a process for producing high-quality, accurate printed statements with variable amounts of content, lengths and formats.
- Guarantee secure handling of data.

Results

- Data was successfully converted to produce completely customized statements on demand.
- Over 35,000 individual benefit statements were produced using a dynamic layout that supported all possible variations, including length, charts, graphs, legal disclaimers, and contact details.
- All data was managed according to strict security and confidentiality procedures.
- All 35,000 statements were created, produced, mailed and received without errors.

A Statement of Success



Our client, Albion Consulting Group, is an Employee Benefits Consultancy based in Newton, Massachusetts. Albion works with a large, Fortune 125 company that produces personalized benefit statements for more than 35,000 of its employees.

The statements themselves are a key employee benefit because they provide a comprehensive overview of the employee's financial picture, including insurance, retirement accounts, available benefits, social security benefits, retirement projections, financial resources, and compensation.

Each statement is personalized to the employee, so statements for employees who are just starting out may not have much detail, but an employee who has been working for the company for many years may have a longer, more detailed statement.

To succeed with the project, Goodway Group would need to transform up to 180 employee data variables into 35,000 individual statements that were accurate, attractive and readable - regardless of the amount of information or length of the report.

Meeting the Data Challenge

Because of the nature of the data, the first step was to ensure that Goodway's strict security protocols were applied to this project. These protocols control data management, printing and mailing, as well as how Goodway tracks and accounts for each statement prepared.

With the security protocols in place, Goodway collaborated with the client to develop a program to convert the complex employee benefits data into printed personalized statements.

To start, Goodway utilized a programming guide and dataset created by the client to cover all possibilities. Programmed statements were printed to review format, accuracy, colors and readability. During these tests, they were also able to assure the readability of charts and graphs that were included in the statements.

Once these tests were completed and approved by the client, Goodway knew that the quality of the format would be maintained throughout production - no matter what combination of variables were used.

With the testing complete, the statements were now ready to be printed and mailed. To ensure quality control, Goodway Group printed the statements in batches of 1,000 and used a confidential coding system to track each statement throughout the manufacturing process. The statements were printed in a secure area. Any statement requiring reprint due to damage in the manufacturing process were managed quickly, with secure waste destroyed using secure recycling protocols.

In all, the process took two weeks from printing to mailing. The employees and the client were pleased with the look, accuracy and detail of their statements.

"The staff, expertise and quality of the finished product, combined with their obvious commitment to customer satisfaction is the best we have seen in the business. I would strongly recommend Goodway Group for any work in this area."

Barry Cohen,
President of Albion Consulting Group

Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn visit www.goodwaygroup-ma.com
or call 781-272-2690