

Project Summary

Objectives

- Streamline the production and mailing of letters to students about their loans
- Use customer data to create personalized communication
- Keep data secure at all stages of the process
- Ensure fast turnaround and delivery

Results

- Letters are 100% data driven and completely personalized with message, logo and signature
- A fully automated process produces and mails letters within 48 hours, including approvals
- Secure management of data and personal information with no breaches in security or data leaks

Supporting Students with Information



Goodway Group works with a private, nonprofit organization that supports students by providing them with new ways to finance their higher education and pay their student loans. This organization sends out regular communications to students based on where they are in their lives and their relationship with their student loan. As a result, there is a wide range of information that can be included in the letter: student loan basics, terms for repayment, resources for students who have fallen behind in their payments, and managing default.

Because the letters play a critical role in the success of the student, the organization wanted to find a way to improve the process of creating, printing and mailing the letters. This new process would need to ensure that the information presented was accurate, and that the sensitive data needed to create the letters was protected at every step.

To achieve these goals, they turned to Goodway.

Goodway Group Case Study

Personalizing Content

Goodway developed a process that could accommodate all the variables in the letters while keeping the data and customer information safe.

To start, data feeds come from the organization to Goodway via a secure FTP server. Once the data is received, Goodway uses a proprietary solution to convert the data into the variables needed to generate the personalized letters. Each letter is 100% data driven and includes personalized text, logos, and signatures.

Once the letter is created, a PDF is generated and sent to the client for approval. This approval process is the only human involvement in the project.

One approved, the letter is then printed and mailed using a secure process. In all, it takes only 24-48 hours to produce, print, and mail the letters.

Volume for these letters is high. Goodway Group currently produces 2-3 mailings per week, with each mailing containing between 3,000 to 40,000 personalized letters.

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.

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