

Trinity College Cambridge adds colour to its communications

Client profile

Trinity College Cambridge
trin.cam.ac.uk

- The largest of the 31 colleges that are part of the University of Cambridge
- Home to over 1,000 students and fellows
- Substantial portfolio of rental properties that generates considerable volumes of mail

Trinity
College
Cambridge

Franking machine creates opportunities

A world-class institution, Trinity College Cambridge comprises academic departments as well as multiple offices performing support functions, including the alumni relations office, the bursary department and the tutorial office. All of these departments send and receive mail daily, and it is all processed by the Porter's Lodge.

Business challenge

When the existing franking contract with Pitney Bowes was due for renewal, Head Porter Peter Windmill decided to look at alternative machines. 'We were changing the way we do our mailing', explains Peter. 'We had a new franking area which was smaller than the previous space, so we needed a more compact machine that could still accommodate our mailing volumes.'

The Porter's Lodge processes 500 letters per day on average, but at peak times it can be a lot more. The college owns significant property and when the time comes to send out the rent invoices, mail volumes can reach over 3,000 items per day.

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— Peter Windmill, Head Porter

Technology used

- Connect+® 2000

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—Peter Windmill, Head Porter

Solution

As a long-term Pitney Bowes customer, Trinity College decided to stay with the company. 'We didn't look at any competitors', says Peter. 'We've been with Pitney Bowes for over ten years, and I couldn't see any reason to change. The service is very good, and over the years, I've gotten to know the engineers by name. They are always quick to respond if we have any problems'.

Importantly, the new Connect+ franking machine offered the college the option to print full-colour marketing messages across the full width of each envelope. It was this full-colour option that was the main selling point for the college. The alumni organisation has already expressed interest in using the function to promote its activities. Other departments and organisations within the college have also been made aware of the opportunity, and there are plans to use mail to promote college events.

The graphics capabilities of the machine will allow different logos to be included on letters from different parts of the college at the touch of a button. As well as the colour function, the college had some more fundamental franking requirements that the new machine needed to fulfill. For example, it was essential that the machine was capable of processing high volumes. The Connect+ 2000 franking machine can process up to 180 letters per minute, ensuring that even in these busy periods, the college's mailing process runs smoothly.

As well as invoices and standard letters, the college regularly sends out heavier items such as prospectuses and books to countries all over the world. This is when the Dimensions-on-the-Way™ function incorporated into the Connect+ machine is invaluable. The system calculates the correct postage automatically, ensuring that the right amount is applied for the weight and destination of the package. The college has also found the accounting facilities of the machine particularly useful. The Connect+ 2000 franking machine offers up to 500 accounts, allowing the college to have a separate account for each department and office. Separating the mail expenditure of each department makes charging back costs straightforward.

Benefits

'For us, the Connect+ offers the full package', summarises Peter. 'It enables the mail room to operate accurately and efficiently. I know that the correct postage is applied to each piece of mail and that it is charged to the appropriate department. The full colour facility is a fantastic bonus, and I believe that it will add value to our mail as we look to promote the activities and events of the different departments within the college'.



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