

Customer Communications

Direct mail that delivers first class results.

With email boxes overflowing and the cost of postage continuing to rise, it's critical that your communication channels work together to help stimulate the behaviors you want to achieve your goals, from new customer acquisition to increased retention and greater profitability.

Taylor can offer your organization an unmatched diversity of direct mail, email and mobile capabilities to maximize the impact of your customer communications while saving you money. We have a national manufacturing footprint with more than a dozen print and mail sites strategically located across the U.S., all supported by regional customer service support. Our mail sites are just one day away from the majority of USPS sectional center facilities, which can shorten delivery times by 2 or 3 days, maybe even a week.



Over 1,000 print devices

- Traditional litho, web and sheet-fed
- Digital web and sheet-fed
- High-speed ink jet web



More than 2 billion pieces mailed annually

- USPS Gold Level Rating
- Direct shipment to USPS sectional facilities



Data-driven, highly relevant personalized communication can make your mail work harder

- Enhance the customer experience
- Educate and inform consumers
- Upsell and cross-sell additional products

Taylor has made ongoing investments in production technology to provide the optimal equipment for your needs, regardless of run length. As one of the nation's largest mailers, we offer reliable execution and quick turn times that gets your message in homes faster. We're also continuing to expand our expertise and resources for mobile engagement and app development to support your cross-channel communications.

We can manage your list as a single database across multiple channels – from direct mail to mobile – to ensure greater accuracy, coordination of message and ease of deployment. Our distributed sales force software enables us to drive personalization and manage campaigns to boost marketing results for franchises, dealers, distributors and manufacturers' reps.



Why Customers Choose Us

- National print and mail footprint with regional customer service support
- Unmatched diversity of capabilities
- Certifications and compliant processes
- Expertise in postage optimization
- Single source management of customer database to deploy messaging across multiple channels
- Emerging expertise and resources in mobile
- Insights that help them save money and make money

Customer Communications

Solutions

- Personalized direct mail fulfillment
- Customer retention programs
- Customer loyalty programs
- Email marketing programs
- Integrated e-Commerce and design solutions
- Marketing automation
- Franchise marketing programs
- Design and creative services
- Response analysis and data analytics
- Post Cards
- Self Mailers
- #10 Packages
- Lenticular Post Cards
- Variable Print
- Clean Sheet Technology

Who is Taylor Communications?

Taylor is a global communication solutions provider, with powerful and innovative products, services and technologies that connect people to your brand. You'll see our solutions in your mail box, email, in retail settings and on your mobile devices. We help organizations like yours connect with their customers, improve control of their budgets and brand, and compete in their chosen marketplace.

Certifications & Proficiencies

- SOC 2 Type 2 Audit controls
- HIPAA compliant privacy and security controls
- PCI Merchant Level 2 compliant processes
- Return Path ISP Monitoring (email SPAM)
- SSAE 16
- ISO 9001:2008

Capabilities

Marketing Technology

- Target Modeling
- Journey Mapping
- Scenario Testing
- Pre-Flight
- Color Management

Operations Optimization

- Economy of Scale
- Construction Flexibility
- Omni - Channel delivery
- Single Source Execution

Marketing Services

- Data Sourcing
- List Management
- Creative Design
- Response Management and Measurement



Case In Point

The Challenge

A leading national provider of health insurance plans wanted to send personalized mailings to improve member health, but the process was cumbersome. Mailings took 10 days to 3 weeks to process, sometimes were skipped, and information was occasionally sent to the wrong person.

Our Solution

After an analysis of current fulfillment and mailing procedures, Taylor found ways to optimize shipping and postage while improving mail accuracy and timeliness. With better data management and variable print-on-demand, the company was able to send personalized letters with kits of static educational material in polybags that accommodated varieties in collateral size.

The company also implemented a simple, reliable process for medical staff to sign up members and provide information for the right combination of medical issues, in their native language.

The Results

- Greater readership of materials
- Improved staff productivity
- Speedy, cost-effective fulfillment and distribution
- Improved mailing accuracy
- Significant postage savings
- Increased member involvement in their health