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*imail has been an ideal service for us, we are able to work efficiently and keep productive without spending too much time on actually manually getting communications out. imail is a simple to use system, ideal for bulk mailings and cost effective too. Anytime we have had any issues, customer services have been excellent and worked with us to resolve.*

Andy Griffin – Ceta Insurance



### **The Background:**

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CETA is a national network of intermediaries with over 4,000 members in the UK. They provide insurance products from a panel of the UK's leading insurance companies.

### **The Requirement:**

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For CETA it's crucial to have strong communication links with all their customers and members. A regular way of communicating is through sending letters. CETA regularly sends out invoices, insurance documents and updates but used to do it all in house. The in house printing and manual mail fulfilment was becoming too time consuming as well as costly, furthermore, it resulted in delays of getting the communications out to clients.

### **The Solution:**

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imail's letter service was ideal for CETA. They were able to easily upload their templates to the website and amend as and when necessary for individual clients. The reporting tools helped them identify when a letter was sent and if it was returned for whatever reason. imail was a quick and simple to use system and worked out to be cheaper than the conventional way of sending mail.

### **The Results:**

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Using imail freed up staff time, allowing them to focus on other aspects of the business. When sending out bulk mailing CETA noticed they completed the task in half the time it took them before. Their letters were reaching their clients on time and were of a good quality finish. CETA were working far more efficiently and have been able to continue growing their business as well as keeping regular contact with clients.