



Volkswagen Finance

Postal optimiser 21 Grams has lowered the company's costs for postal services by more than ten percent

Finance and leasing company Volkswagen Finance's decision to outsource customer mailings has meant savings of more than a half million Swedish Kronor (SEK) a year. The transition has required minimal effort from the company. Before the transition, Volkswagen Finance used the Swedish Post Office's in-house solution for both printing and distribution.

It has been just over a year since Volkswagen Finance decided to leave Posten eBrev and enter into an outsourcing agreement with the rapidly expanding postal optimisation company, 21 Grams. Looking back on it, it is a decision that Ulrik Persson, IT director at Volkswagen Finance doesn't regret.

"Our expertise lies in finding the best financial solution when buying a car. This means that postal services are of less importance to us, and this makes it natural to outsource them. In retrospect, we can see that the savings we have made are much greater than the time we have invested in the project ourselves. That's to say, 21 Grams takes care of everything," says Ulrik Persson.



Volkswagen Finance's business is to provide companies and individuals with financial solutions when buying a car. This means that Volkswagen Finance offers everything from leasing and loans to service and company car contracts as well as managing and administering fleets of cars.

A business like this creates the need for constant dialogue with customers – everything from posted invoices to reminders or information on new services available. In total, Volkswagen Finance sends more than a million items every year based on approximately 80,000 contracts, and the curve continues to point upwards. ***“With 21 Grams, we have found a supplier that we can grow with fast, without our postal costs soaring,” says Ulrik Persson***

Before the changeover to 21 Grams, Volkswagen Finance's yearly cost for printing and postage was SEK 4 million. Today, those costs have been reduced dramatically. On postage alone, Volkswagen Finance saves approximately SEK 400,000 (GBP 34,800) a year. Most items are handled by Posten and Citymail, which are both part of 21 Grams' network of 30 postal operators.

Savings of up to SEK 140,000 (GBP 12,250) per year are made on printing. This is accomplished by using one of 21 Gram's suppliers.

All in all, this means a saving of just over SEK 500,000 (GBP 43,500) a year, when postage and printing savings are both included.

“A rule of thumb for us is that we reduce our customers' cost by circa ten percent. But in many cases, much larger savings are made. Not least when taking into consideration the fact that we can help with printing and joint enclosing. In other words, we can provide our customers with a complete solution,” says Stefan Blomqvist, CEO at 21 Grams.

Volkswagen Finance also uses 21 Grams' administration service C/O which uses the postage optimisation service, iSort.

21 Grams iSort technology has been highly acclaimed and, in May 2008, was classed as the world's best postal technology at the global postal exhibition World Mail Awards.

“We see this as recognition that our technology is highly regarded, not only in Sweden, but internationally. We aim to enter every deregulated postal market in Europe, which means that we will be able to expand our offering to multinational Swedish companies throughout Europe,” says Stefan Blomqvist.

21 Grams AB is a Swedish based company, with offices in the UK, whose PostStream Ultimate service provides a more simple and cost effective postal solution. This is achieved through unique postal optimisation, joint enveloping and outsourcing of print & mail processing for businesses. In 2008 the World Mail Awards selected 21 Grams' iSort software technology as the world's best mail technology. 21 Grams customer references include banks, insurance, electricity, telecommunications and media companies.

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