

How Encamp leverages automated direct mail for streamlined compliance

At its core, Encamp's mission is to make processes more efficient for its customers. And by doing so, it's also good for the environment because it makes more accurate information available to the public. In addition, for every report Encamp files for its customers, it plants a tree. Encamp's customers benefit from both cost and time savings so that their internal environmental staff can spend time and attention on what's most valuable to the company's goals in improving its environmental footprint.

Given the heavy compliance focus of the insurance industry, Encamp has to ensure the mail pieces it sends on behalf of its customers meet rigorous regulatory requirements and are sent on time every time.

“ It would be impossible for us to do our job without Lob.”

Ben Jacobs, Chief Technology Officer

THE CHALLENGE

Between January and February, each year is the peak season for Encamp as it prepares tens of thousands of reports that get shared with state and local agencies.

For a company held to strict regulatory requirements, Encamp could not afford to miss deadlines or have its customers' mail pieces arrive late or with inaccurate information, or it would face steep fines and risk losing customers.

Doing the volume of mailings in the time-sensitive environment they had to work in wasn't scalable or sustainable.

Encamp needed to make a change.



BACKGROUND

Based in Indianapolis, Indiana

Industry: Insurance

encamp.com

KEY RESULTS

1. Immediate cost savings
2. Increased efficiency and productivity
3. Mitigated compliance risk

CHALLENGES

- Strict regulatory requirements
- Intense deadline-driven mailing season
- Resource intense process

Encamp helps environmental teams increase productivity and centralize data across their organizations. Encamp strategically works with customers to transform their environmental compliance activities with high-tech software and high-touch expert support.



“ It would be multiple people’s full-time job for two months, and we simply couldn’t have enough staff dedicated to doing mail during that time of the year to make it possible. ”

Ben Jacobs, Chief Technology Officer

THE RESULTS

Lob’s integration streamlined Encamp’s direct mail process, reduced manual tasks and enabled customer mailings to hit critical and time-sensitive deadlines.

By upgrading to Lob’s Enterprise plan, Encamp immediately benefited from immediate cost savings. It also realized the added benefits of increased efficiency and productivity, enabling Encamp to reallocate its internal resource toward more value add activities.

And finally, by mitigating its compliance risk and automating its direct mail operations, Encamp’s investment in Lob’s direct mail solution paid for itself immediately.

THE FUTURE

Encamp is excited about the roadmap ahead and offering its customers higher visibility around mail tracking events and when mail pieces are delivered, given the time-sensitive nature of its customers’ mailings.



KEY RESULTS

- 1 Immediate cost savings
- 2 Increased efficiency & productivity
- 3 Mitigated compliance risk

Encamp also plans to continue to see the gains on its investment in direct mail, knowing it has not just a platform but a true partner in Lob.

Encamp’s implementation of Lob resulted in cost savings, risk mitigation, resource optimization, and improved productivity. By eliminating manual efforts, integrating seamlessly into its existing tech stack, and addressing key challenges, Encamp now enjoys a streamlined and compliant direct mail operation, solidifying its position as a leader in its industry.