



SUCCESS STORY

AmFirst

Challenge: Streamlining New Member Welcome Kits

AmFirst sought Flex's expertise to enhance their new member welcome kits, aiming to improve efficiency, cut costs, and enhance the member experience.

Solution: Efficiency and Cost-Effective Redesign

Cost Savings and Production Efficiency: Flex transitioned AmFirst's welcome kits from flat rates to letter rates, saving \$1 per piece and totaling \$17,000 in postage savings for 2023. We also significantly reduced production costs by optimizing every step of the process.

Enhanced Member Experience: The redesigned kits improved deliverability and open rates, reduced discarded kits, and decreased customer service calls, leading to better resource allocation and higher member satisfaction.

Comprehensive Solutions for AmFirst

Beyond welcome kits, Flex provides:

- **Monthly Birthday Cards:** Multiple variable designs for personalized greetings.
- **Account Notices:** Multiple letter versions for targeted communication.
- **Compliance Mailings:** On-demand production for regulatory needs.
- **FlexVue Client Portal:** 24/7 order placement for AmFirst's team.

Results: A Winning Partnership

Flex's solutions have streamlined processes, reduced costs, and improved member communication for AmFirst, solidifying a successful partnership.

"Love working with Flex. They have the most comprehensive website for submitting orders for any size company. They offer top-notch customer service!"

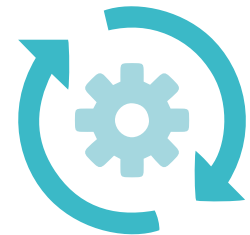
Daniel Holmes

Director of Marketing and Brand Management
AmFirst



\$17,000

POSTAGE SAVINGS
IN 2023



OPTIMIZED

PRODUCTION PROCESS



REDUCED

CUSTOMER SERVICE CALLS