



CASE STUDY

“The PRoS document composition software took us to market leadership overnight. Program Products’ service and support will ensure that we stay there well into the next millennium.”

Nigel Gay, Director, MM Group Ltd.



In the UK, PRoS is now used by nearly 80% of the country’s biggest Direct Marketing service bureaus. This enviable acclaim has gained a reputation for PRoS as being “the software for service bureaus”, especially amongst the printer vendors. But even this understates the true requirement for PRoS - for service bureaus reflect the myriad needs of their wide range of clients. Insurance companies, Utilities, Financial Services Organisations, Central and Local Government all use bureaus to out-source their increasingly complex customer communications. And it is to meet those demands that bureaus choose to rely on PRoS - the system that does tomorrow’s job, as well as those in-hand today.

Legal and General Insurance are typical of today’s insurers. Acutely aware of the need to provide relevant, personalised and timely customer communications, they realised that out-sourcing was the route to delivering the one-to-one marketing concept. Only out-sourcing offered the combination of capacity, flexibility and the widest possible range of equipment, to meet all of its ever-developing requirements.

Legal and General’s client database holds over 5,000 data items for each customer, and each customer can receive between two and eight personalised documents referring to 12 insurance products, triggering 35 base styles. Even the covering letter has 135 different copy variations, not to mention embedded contact names and telephone numbers.

Legal and General identified one of Britain’s largest PRoS users, the MM Group, as having the skills, experience and resources to support all stages of its customer relationship programme. Over 99% of the MM Group’s laser printing, on seventeen installed production printers, is composed by PRoS.

The MM Group worked closely with Legal and General to create a seamless fulfilment service. PRoS is at the hub of the MM Group’s system, which automatically handles all the necessary variations — simplex, duplex and multi-page — with guaranteed accuracy and quality. It can even re-index contents lists and bullet points in multi-page documents according to the input variable.

Its partnership with the MM Group has enabled Legal and General to focus on their core business - delivering competitive financial products. The flexibility of the PRoS solution provides the means to build stronger customer relationships and empowers Legal and General to move to a true “audience-of-one” model. The facility to introduce new products rapidly and easily has spurred Legal and General to out-source to the MM Group other financial products such as Legal and General Banking, Life Cover, Investments and soon, Mortgages.

The partnership will continue to grow and develop. Legal and General has benefited from out-sourcing its customer communications services and from using the MM Group’s expertise and advanced facilities, especially PRoS. For Legal and General it is a seamless service that responds to the needs of the market; for the MM Group it is further evidence of the power of PRoS to help them deliver client satisfaction.

For more information contact Program Products (UK)

**Legal & General**  
Direct Limited  
Knox Court  
10 Franklin Place  
Cardiff  
CF2 1TL  
Telephone: 0500 53 66 66

Your Ref: A152559  
28th September 1998  
Mr A B C Sample  
Mail Marketing  
Springfield House  
West Street, Bedminster  
Bristol  
BS3 3NX

Dear Mr Sample,

**Helping protect your family requires just a little application**

Thank you for your telephone application for our Family Protection Plan. We are pleased to confirm your acceptance based on the information you've given us. Enclosed is a completed application form showing this information along with details of the quote you selected. Please read this letter in conjunction with the enclosed information.

Please carefully check the details on the blue application form answering all parts of question 7. If you need to change anything on your application form please do so clearly using a pen. Then sign the completed application - as well as the direct debit mandate, and return in the reply paid envelope.

Remember to add the date you'd like cover to start, on the first page of the application form. It is important that we receive your signed application soon so that cover can commence and help make your family's financial future more secure.

Once your first premium is paid you will receive, with our compliments, a fun Legal & General children's umbrella absolutely FREE. If your policy has not started yet you should write your preferred policy start date in the space provided on the application form. If you do not have a preferred policy start date then we will commence your policy immediately following receipt of all our requirements and acceptance of your application. Premiums will fall due from the policy start date.

Trust Legal & General to help keep your family covered when they need it most.

Yours sincerely,

*[Signature]*

**Legal & General**  
Single Life Quotation Prepared for Mr Sample  
issued on 31 May 1998

Amount of Life Assurance Cover	Period of Cover Years	Sped Monthly Premium	TIC Premium	Total
\$140,000	10	\$30.88	\$1.05	\$31.93

What are the costs associated with this value?

This single life quote is based on the following information and is subject to underwriting:

Name: Mr Sample  
Age: 45  
Age next birthday: 46  
Occupation: Teacher  
Marital Status: Single

Should you die within the term of the policy, the sum assured will be paid to your estate or to a beneficiary named in the policy. If you have the benefit of a will, the sum assured will be paid to your estate or to a beneficiary named in the will.