

Market & Industry - Bill's Big Blog



I am excited to share the news that we recently launched Bill's Big Blog (apologies in advance that we could not come up with a more creative name). You can see the latest bi-weekly post by visiting our website – www.merkleRMG.com and clicking on the Bill's Big Blog logo.

Bill's Big Blog is all about information sharing. What's happening at Merkle RMG? What are the latest trends in the non-profit space? What "best practices" does Merkle RMG have to share with its 200+ clients. We have also started our Guest Blogger program. Jann Schultz from Project Hope was our very first guest blogger. Her post "Delighting

your donors – strategies for adopting a donor-centric approach", provided three "best practices" for delivering an exceptional donor experience. Just this week Dana Hickman from Paralyzed Veterans of America became our second guest blogger with his post "The impact of direct mail". His post focused on the relevance of direct mail to an overall fundraising strategy. If you have something that you would like to share and are interested in becoming a guest blogger please email me. I can put you in touch with our Marketing Agency, Sage who will work with you to develop your blog content. We really do try to make the blogging process as easy as possible for our guest bloggers. If you have already visited Bill's Big Blog "Thank You" and I hope that you continue to do so. If you haven't, I hope this message peaks your interest to check it out.

Customer Service News - Net Promoter Survey

Many of you have participated in our Net Promoter Survey over the last few years. For our clients who are new to the Merkle Response Management Group, the survey is a tool we use to gauge client satisfaction with Merkle Response. The survey asks just one question: "How likely are you to recommend the Merkle Response Management Group to your friends and colleagues?" The Net Promoter Survey Score is based on a numerical scale from 0-10 with 0 being the lowest score and 10 being the highest

score. A score of 0-6 is considered a "detractor." A score of 7-8 is "passive" and does not count in the calculation. A score of 9-10 is considered a "promoter." The score is based on the percentages of customers who gave us a score of 9 or 10. Our goal has been to achieve a net promoter score of 74%. I am pleased to tell you that our last survey resulted in a score of 79%. In August 2014, we will be conducting the Net Promoter Score process once again. We count on your feedback to continue to

look for ways to improve our overall service offering. We value your opinion and I look forward to your participation.

Best regards,
Kent



Merkle Response in the News

Subscribe to Bill Sayre's new blog: <http://merkleresponse.com/blog>

Best Practices - Converting Documents to Image

Many people think "go paperless" to avoid issues with USPS and escalated costs, right? Wrong. The fact is a significant number of members, acquired through paperless methods, gave because it was convenient and/or there was a specific topic that they were passionate about. However, they are unlikely to become a reoccurring member without introducing paper and physical products/premiums into the marketing stream directed to them.

The challenge with physical documents that are returned to them is how to handle them – many have cabinets, boxes, pallets or even warehouses full of processed documents that someone, somewhere, felt were needed to be kept for future research. There could be legitimate business needs for keeping a record of the documents, but the key is keeping a RECORD of the documents - the details of the transaction are important, but do you really need the paperwork itself?

At the end of the day, there is a justifiable cost to generate the physical paperwork. As soon as the money is in the bank and the data has been captured, it starts costing money to continue to hold on to the physical

paper. A simple way to save money from storing documents is to convert the documents to image. If the document is part of a current transaction, scan the item for data recognition. The document will have relevant information captured, once the item is scanned, and it can be searched by entering some basic content to allow for searchable information such as (date, last name, donation amount, ID number, and etc). Merkle has a tool called Arch-e that does the above.

There is a slight increase in cost for upfront scanning & long term electronic storage of all documents. However, the benefits of lower staff efforts/costs for retrieval and research, the ability to find transactions 24 hours a day and from any desk, and the efficiency all combined with the true savings based on reduced physical storage needs, makes a great case for document-to-image conversion.

For more information on adding image + data capture for current transactions, or for help with historical-document-to-image conversion, please reach out to your Merkle RMG Account Manager.

Service Spotlight - Getting Your Organization in the Winner's Circle!

On Your Marketing, Get Set and ...**WHOA!** Before you race off the starting line with your new marketing piece, let's check your documents against Merkle's simple one page scan specifications document. Using the automation of the scan line read can speed up processing, improve data accuracy and get your donor's data in a more cost effective way.

Why is a scan-line important? The document and font set ups that are used on your newly designed document can determine if the OCR (Optical Character Recognition) is read by the software program OR if there will be a clerk manually keying the data. As you can imagine, the higher the readable rate, the less manual intervention which gives you great benefits from quality and cost standpoints.

Merkle offers the scan solution that enables us to process what is known in the industry as retail, wholesale and whole-tail lockbox transactions. The processing of the different types of transactions is not deviated based on the scan-line, if it is readable. The only difference in the processing is the scanning equipment used for the larger sized documents vs. the buck slip document. Data collection is the same in that the software is zoned on what to extract and read based on the initial set up.

Would you like to hear the added bonus? Not only is our software attempting to read your designed scan-line, but it is also reading your donor's check MICR for transferring the check data through Image Cash Letter (Check21) to your specific bank. Both the Character (CAR) and Legal

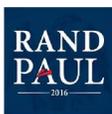
Line (LAR) are attempted on the dollar amount of your donor's checks in order for Merkle to utilize the software's balancing tools on the final dollar amount that will be submitted to your bank for depositing at your financial institution.

The importance of the scan-line set up, testing and approval can drive many factors that will impact your bottom line. Reach out to your Account Manager today and asked about our scan spec document or ask questions on how you can better improve your documents. The race to the finish line can be much faster for you and your organization by just getting the information to your design team. Now, let's change that **WHOA** to a **GO!!!!** See you in the winner's circle!

New Clients



help kids be kids



USPS News

Did you know that RMG tracks the deliverability of our USPS pick up locations by placing seeds in the mail for your organizations? Each month, my team selects clients and we mail from different drop off locations and then track the time it takes to receive the envelopes back at RMG. We not only track first class mail but BRE mail as well. We are compiling month's worth of data on average deliverability time so we can help our clients make informed decisions about the postal facilities they should be working with. We believe as many of you do that the average length of deliverability absolutely has an effect on the donor experience. We want to get the acknowledgment in the mail as quickly as possible and having this type of data at your fingertips can allow us all to make USPS location decisions much easier and less time consuming than testing different locations. After collecting nine months of data, the average deliverability time from mail date to receipt date at RMG for the following USPS locations is below:

- Baltimore MD—4.75 days
- Brentwood (DC) – 5..5 days
- Merrifield VA—5.2 days
- Hagerstown MD—7 days

Merkle RMG Holidays

- Independence Day - Friday, July 4, 2014
- Labor Day - Monday, September 1, 2014