



PROLIST
DIRECT MARKETING SERVICES

January 13, 2015

A Great Way to Kick Off a New Year! Well, really a couple of great ways, if you're counting...

ProList now provides FREE mail tracking of 100% of your mail!

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.

Effective immediately, ProList is providing 100% mail tracking of all letter and flat-size mail we process. And not just any tracking –we provide SnailWorks Mail Tracking™, the industry-leading mail tracking from our SnailWorks™ division. We've been tracking 10% for the past few years, but this year we decided to step it up to 100%.

What does 100% mail tracking mean to you?

- You will be able to see the delivery of **all** of your mail;
- You will be able to look up individual pieces, a great customer service enhancement;
- You will be able to provide confirmation of mailing regardless of how your mail is submitted – commingled, drop-shipped, or inducted locally;
- You will be able to identify any pieces of mail that are not deliverable, if you choose to add ACS (Address Change Service.) ACS service is not quite free, but it is very inexpensive, and there is only a cost for address updates and undeliverable mail, which provides instant ROI.

If you are paying for a separate service you may want to reconsider – SnailWorks tracking is truly world-class, and **free** for mailing processed by ProList.

What do you need to do?

- Nothing! If ProList is processing your data we are automatically providing tracking unless you tell us otherwise (which is generally just people using other tracking services.)
- If we're not doing your data work (you send "hang ready" data) we generally cannot provide tracking;
- If you want to learn more about ACS service, let your customer service or sales rep know, and we'll get you started!

This is just the first part of an enhanced customer experience we are busy developing and deploying in 2015! And speaking of an enhanced customer experience:

Sylvia Taylor joins ProList!

We try not to gush at ProNews, but we're pretty excited about Sylvia Taylor joining the ProList team as our Customer Service Manager! Sylvia brings with her years of experience working in senior positions in a variety of direct marketing and printing companies. Her high standards and enthusiasm will be a great addition to ProList.

We understand that in the final analysis, there is nothing more important to the customer experience than the relationship you have with your customer service representative, a job title that really doesn't do justice to their real job: project management. In a new year in a new facility, ProList is making the investment in bringing fresh talent on board. There is no more important place to start than in our project management area – Customer Service. We are thrilled to welcome Sylvia to ProList.

Contact Us Today!

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