



OMG CASE STUDY SERIES

Cut \$225K in Mailroom Costs While Ensuring Full Compliance

SUMMARY

A Midwestern specialty insurance company faced rising mailing costs and compliance risks tied to state “proof of mailing” mandates. OMG partnered with the insurer to evaluate USPS processes, design a compliant documentation system, and implement bulk mailing and imaging solutions. The result: over \$225K in annual savings and a legally defensible process recognized by state Departments of Insurance.



100% DOI ACCEPTANCE



FULLY COMPLIANT



\$225K ANNUAL SAVINGS



INDUSTRY: INSURANCE

LOCATION: MIDWEST

SERVICE:  **UbiMAIL®**

By replacing manual Certified Mail with Bulk Certificate of Mailing and digital imaging, OMG helped the insurer save over \$225K annually. The new process met all state compliance requirements, simplified documentation, and stood up to legal scrutiny when tested in litigation.

CHALLENGES

A specialty insurance company faced growing mailing costs and compliance risks. State Departments of Insurance required “proof of mailing” for policy cancellations, yet USPS offered no clear standard. Relying on Certified Mail created high expenses and operational strain, while non-compliance risked heavy fines.

OMG'S HOT TAKE

**Costly Mail Requirements
Threatened Compliance
and Efficiency**

SOLUTION

- **Reviewed USPS services to identify options that provide valid “proof of mailing.”**
- **Compared each option against Department of Insurance compliance requirements.**
- **Assessed risks and costs tied to each mailing method.**
- **Recommended Bulk Certificate of Mailing to ensure compliance and reduce expenses.**

RESULTS

Achieved \$225K in total annual savings through smarter mail and document management.

Verified 100% compliance with all Department of Insurance mailing requirements.

Established a legally defensible proof of mailing process accepted by every state.

Streamlined the mailroom workflow for greater speed, accuracy, and efficiency.

CLIENT IMPACT

The new process gave the insurer full confidence in its compliance program while cutting unnecessary costs. Teams now handle mail faster, maintain complete documentation for every item sent, and meet all state regulations without the burden of manual tracking or excessive postage fees.

WHAT'S NEXT

OMG continues to review mailing trends and USPS updates to keep the process efficient and compliant. Future steps include expanding digital document automation and integrating intelligent tracking tools to deliver even greater visibility and savings.



ONSITE Management Group

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