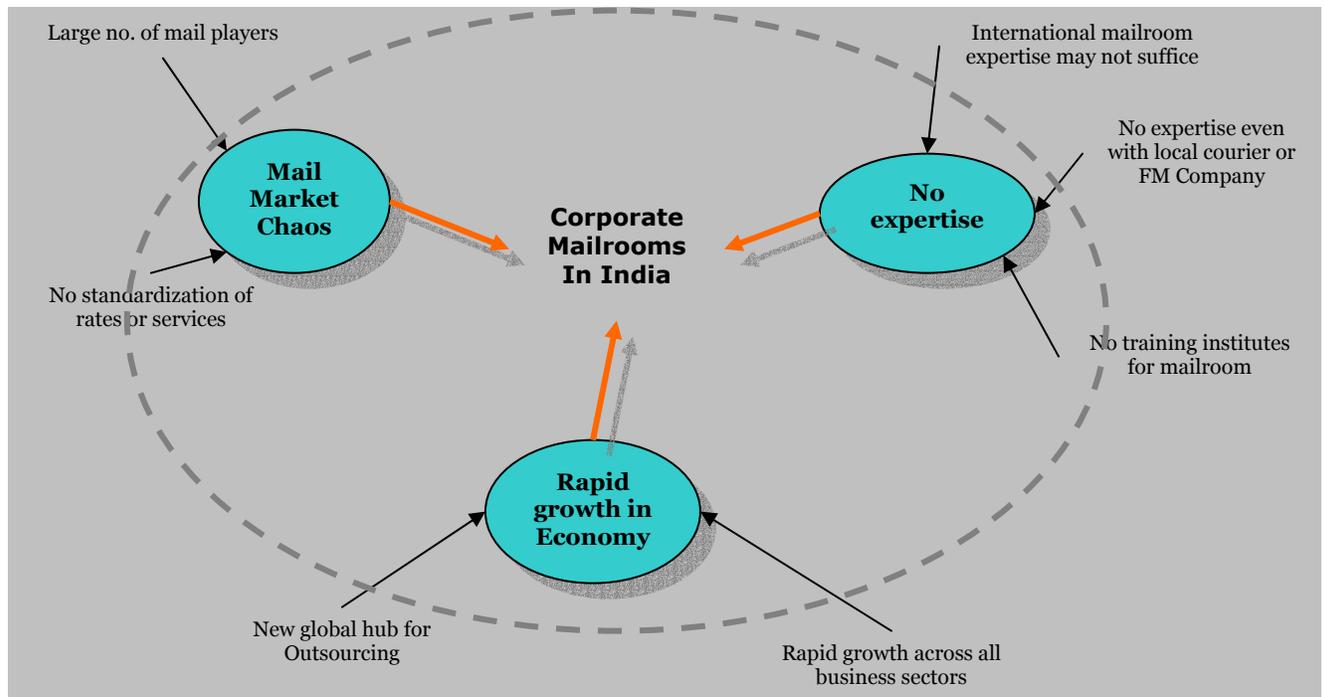


Peculiarities of Indian Mailrooms

India is in a rapid growth track across various business segments such as Banking, Finance, Insurance, Telecom, Services, manufacturing, etc. Due to this simultaneous rapid growth across multiple sectors, there is unprecedented increase in mailing volumes and mailing costs.

But, the Indian mail market is very peculiar. Whereas, in developed countries the Federal post is the primary carrier of mails, in India, couriers are equally strong in the mail market. India has the largest number of vendors (post & couriers) in the world. There are about 2000 courier players in India, who together control 50% of the mail market alongside Post. So there are no standardization of rates/ or services. This is the main cause of chaos & challenge to corporate mailrooms. Since the Corporate growth is also sudden and simultaneous, they are clueless on various issues right from constant manning of efficient mailroom manpower till which vendor to choose.

Figure 1: Market forces driving demand for Professional Corporate Mailrooms in India



Higher mailing costs...

On an average, industries with high outbound mail like banking pay about 5% to 50¹% higher in mailing costs due to lack of proper vendor management practices. Though Corporates are aware of this, they are unable to extract the best from the existing mailroom operators be it in-house or outsourced. Further, mailing costs as % of revenue are expected to rise to international levels sooner or later. So corporate are waking up to the necessity of putting up proven vendor management tools and seek outsourcing to professional mailroom service providers.

¹ Internal guesstimates

Improper mail management...

Corporates are used to living with inefficiencies in mailrooms. There is little significance to turn around time (TAT), and hence enough room for sabotage of even highly privy mails. With rising mail volumes, there is a significant % of mails which are expected to be misused or stolen. Even in sectors like BPO's where there is a high volume of personal mails, mismanagement of inbound mails are very rampant and is directly linked to employee morale.

Similarly, on an average, in large organizations like Banking or Insurance, the middle management spends considerable time in mailroom querying and shouldering other mailroom related responsibilities. Query resolution time varies from 20 minutes to even 2 days due to minimal systems & procedures, thus affecting corporate productivity.

No manpower training institutes...

Unlike developed countries there are no institutes offering professional courses for mailroom management. This further intensifies corporate responsibility to train the manpower. Mailroom outsourcing is still known for manpower purposes only. Due to high employee turnover of mailroom manpower, there are no skill sets with the mailroom division. The mailroom manpower predominantly do not identify themselves with higher career growth possibilities. Efficient manning is by far the biggest challenge facing corporate mailrooms.

International mailroom expertise may not be enough...

Mail volumes are just picking up in India. Therefore, even international mail players are unaware of the corporate mailing requirement in India. Further, International mailroom players are more used to matured mail markets, Large corporate, stabilized corporate growth, and trained mailroom manpower, more matured internal business processes. Therefore, they may not be able to offer an optimal solution that ideally suits the dynamic Indian market requirement.

Need for professional Mailroom Service providers

With rapid Growth challenges, uncertainties about manpower, giving way to Frauds, misuse, Security threats & Corporate Sabotage, and very complex courier & postal framework, managing Indian mailrooms is the most challenging and requires intense expertise. Indian mailroom players are expected to act beyond the conventional mailroom functions. They are expected to contribute more value add-ons, have to be scalable, and offer solutions for very unique and emerging industries.

Therefore, Professional Mailroom Service providers with strong courier industry background, technology edge, and thorough end user industry knowledge can only meet the current market expectations.

For more information

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