



# The magic of full color envelope messaging

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*June 27, 2014*



Credit Unions tell us more and more that members are not opening their statements. Members are adopting online banking but still want a paper statement as well. This is indeed a challenge for the credit unions to get their messages across to their members, but it is something that is easily fixed.

Printing a full color message and image on the outer envelope of your statement encourages your members to open the envelope because you've piqued their interest. A recent Pitney Bowes study found that 69 percent of the study participants were more likely to open an envelope with color or graphics on the front than those without.

This is your chance, right from the start, to share relevant and timely communication with your members through a cohesive statement package. Your envelope message reinforces your communication inside the envelope helping to drive up loan revenue and interest products such as auto loans, investment and retirement products, CDs and Home Equity Lines of Credit. Targeted dynamic messaging on the statement ties back to the message on the outer envelope.

What are some of the benefits of using Full Color Envelope Messaging? It encourages your members to open the envelope; it drives up loan revenue and interest products; it increases brand familiarity; it alerts members to what you are doing at the local level, it

educates and motivates members, and it reinforces your other messages.

Consider adding full color messaging to your outer envelope and tying it in with the dynamic messaging on the enclosed statement. You'll see a marked difference in your open and read rates and you will enhance your ability to drive revenue.



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