

## Market & Industry - ISO



Some of you may be aware that Merkle RMG recently undertook a three-day "surveillance" audit as part of our ISO certification. I am excited to report that the third party auditor found zero minor and zero major compliance issue! In other words, Merkle RMG demonstrated its adherence to the ISO Quality Management System requirements. This also means that we will be recognized as certified to ISO standards for another 12

months.

What is ISO 9001:2008? It is an international standard related to a quality management system, applicable to any organization from all types of business sectors and activities.

- ISO 9001:2008 certification has been in place for over a decade now and is used by both customers and companies as a method of controlling their quality.
- The Standard provides a framework to manage your business and ensure a philosophy of continual improvement in all aspects of your business.
- It is externally assessed on an ongoing basis to ensure these business practices are maintained.

What are the principles of ISO 9001:2008?

- **Customer focus:** organizations depends on their customers, and therefore need to shape activities around the fulfillment of market need
- **Leadership:** is needed to provide unity of purpose and direction
- **Involvement of people:** creates an environment where people become fully involved in achieving the organization's objectives
- **Process approach:** to achieve organizational objectives,

resources and activities need to be managed as processes, with an understanding of how the outputs of one process affects the inputs of another

- **System approach to management:** the effectiveness and efficiency of the organization depends on a systemized approach to work activities
- **Continual improvement:** adopting this as a part of everyday culture is a key objective for an organization
- **Fact based decision-making:** effective decisions are based on the logical and intuitive analysis of data and factual information
- **Mutually beneficial supplier relationships:** such relationships will enhance the ability to create value.

I chose the subject of ISO for my newsletter article for several reasons. First, we are one of only two donation processing companies certified to ISO standards and Merkle RMG was actually the first way back in 2002. This speaks volumes to how difficult it is to become certified and the level of commitment that is required across the entire organization to remain certified. Second, it allows us to deliver a consistent level of quality to our clients that far exceeds the accepted industry standards.

In addition to the third party annual audit, I team of internal RMG auditors audits each of our 37 processes and procedures throughout the year. The results of their audits are used to correct any issues that were identified an also improve upon the processes and procedures that are already in place.

At the end of the day it is the commitment of all 550 Merkle RGM team members to adhere to our ISO standards in order to deliver the highest quality services to our clients.



## Customer Service News

Dear Valued Client,

I am very excited to announce that on October 1<sup>st</sup>, 2015 we will kick off our annual Net Promoter Survey initiative. The Net Promoter Survey is very important to The Merkle Response Management Group. How we perform in your eyes is of paramount importance to everyone here at Merkle Response. We would ask that you take a moment and complete the survey. We're hoping to have 100% participation this year and your input is valuable to us. As always, we appreciate our partnership with you and we thank you in advance for your participation.



## Merkle Response in the News

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

## Best Practice - Inline Envelopes

We have noticed in-line envelopes gaining popularity among our clients. These particular direct mail solicitation envelopes have glued or welded seams, which impact our processing capability. These envelopes lack size, which cause the donor to awkwardly fold the device for insertion. This is extremely cumbersome for both the donor and the processor. Also, due to the glued seams, our cutting machines cannot properly open the envelopes. These

issues heighten the amount of manual labor. First, to remove the contents from the envelope and secondly, to meticulously unfold the contents so it will scan. Manual labor increases cost, and also places pressure on commitments times. We will strive to process in-line envelopes as efficiently as possible, but please be aware of the concerns on the overall process.

## Health is Wealth

Employee wellness is a core part of our business strategy beginning as a "Wellness" option in our benefit plan. Employees had the option to chose medical insurance that would cover preventative wellness. From the wellness option to the creation of a Fitness Center, our Wellness initiatives have grown. Organized exercise classes led by local fitness coaches such as Zumba, Yoga, elastic bands and Fitness training as well as more cerebral options including Nutrition seminars/demonstrations; Smoking Cessation classes and Essential Oils education have become staples of our Wellness Program as it grows every year.

In 2014, we added weekly summertime visits from a local farming family to offer our staff a convenient way to purchase fresh fruits and vegetables right in our parking lot! A Blood Pressure Monitoring program, where once a month employees can stop by a central location for a quick BP check was the most attended Wellness activity offered during the year.

RMG's efforts to integrate employee health into our corporate culture was recognized recently by the Maryland Department of Health and Mental Hygiene as Merkle Response was named a "Healthiest Maryland Business" as part of their Healthiest Maryland Business campaign. This statewide movement to create a culture of wellness asks businesses to commit to making the health of their employees a top priority by increasing access to preventive services, expanding healthy food and beverage choices and promoting other workplace wellness programs. We appreciate this recognition and enter 2016 continuing to offer our employees information and opportunities that encourage healthier choices.

## New Clients



## 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 seventeen months of data, the average deliverability time from mail date to receipt date at RMG for the following USPS locations is below:

## Merkle RMG Holidays

Thanksgiving Day - Thursday, November 26, 2015  
Christmas Day - Friday, December 25, 2015

Baltimore MD - 5.3 days  
Brentwood (DC) - 7.4 days  
Merrifield VA - 6.4 days  
Hagerstown MD - 6 days  
Greencastle PA - 3 days