



Hybrid – is it changing the way  
SMEs view mail?

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## Hybrid – is it changing the way SMEs view mail?



- 1) Setting the scene – How do we send mail?
- 2) Definitions – What is mail?
- 3) The hybrid mail experience
- 4) The changing behaviour of SMEs
- 5) Consequences

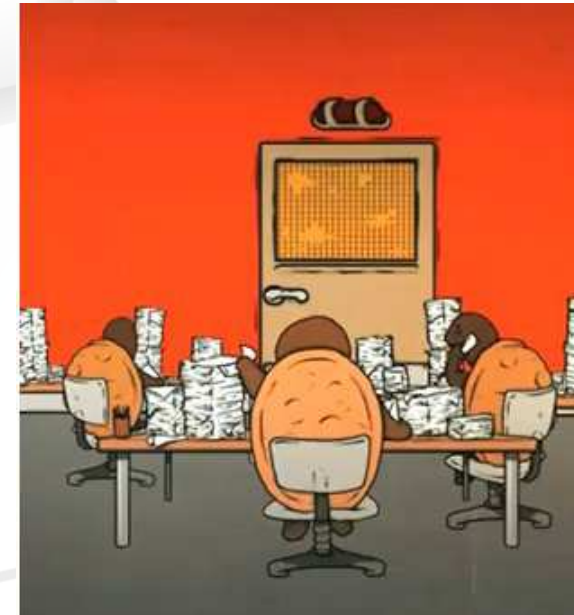
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## How do we send mail?

### In house

- Mail sender prints/writes the mail piece, encloses into an envelope and inserts into mail stream.
- Traditional and original route
- Still used by most small business and many offices of larger business
- Time consuming, especially folding/enveloping
- Time constraints limit volume



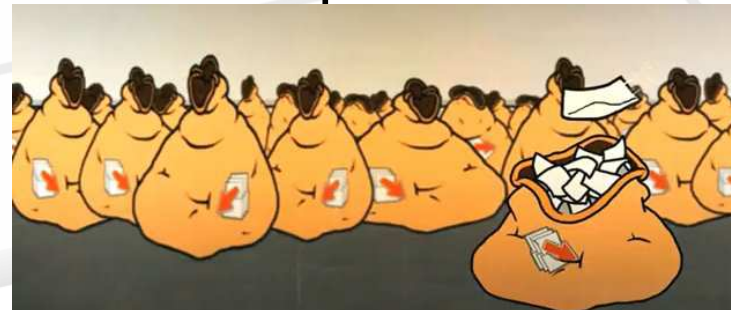
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## How do we send mail?

### Outsourced Direct Mail

- Mail sender usually designs document and selects mailing list
- DM house processes data, merges data, prints, encloses and inserts into mail stream
- Data processing is one off and costs repeat each time
- Each print job is quoted, ordered and produced separately
- IT and set up costs preclude low quantities
- **Needs high volume**



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## How do we send mail?

### Outsourced Transactional Mail

- Mail sender usually designs standard document
- Data sent on a regular automated basis to mailing house
- Mailing house prepares software to handle incoming data and document production
- Production software prepared once, but expensive to set up and change
- Initial set up costs can be high – but lead to a long period of regular transactions
- **Needs high/regular volume**



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## How do we send mail?

### Hybrid Mail

- Mail sender designs document and provides mailing address(es)
- Data and document can be uploaded as required via secure web site
- No software preparation, standard system for all
- No set up costs – **can be used for a single piece of mail or thousands**
- Hybrid Mail is not limited to the largest companies or large volumes but is available to all at an affordable price



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## Definition of mail

- Different methods of producing mail and delivering a mail piece
- Is a digitally delivered document real mail?
- Resembles it – but on a screen - easily deleted
- Closer to email or a web page than mail
- Paper has a different impact
- **My definition – mail is paper based and delivered to the door**
- Key point – Universal delivery – only available through real mail

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## The Hybrid Mail Experience



The screenshot shows the Docmail web application interface. The browser window title is "Docmail - Home - Windows Internet Explorer" and the address bar shows "https://www.cfhdocmail.com/live/". The page features a navigation menu with links for "home", "create mailing", "my mailings", "library", "admin", "help", and "log out". The user is logged in as "David Broadway".

The main content area is divided into several sections:

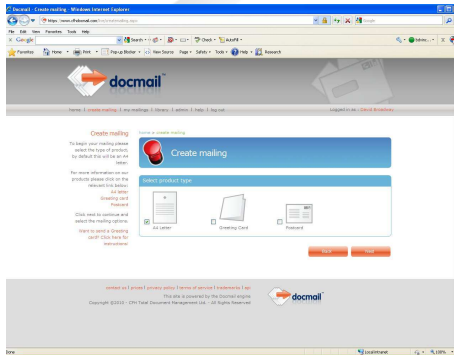
- Getting started:** A section titled "Getting started" with a sub-link "Create a Greeting Card". It features a "Make my Card!" promotion for "COLOUR GREETINGS CARDS" at "80p". Below this, there is a paragraph: "Docmail is designed to meet all of your mailing requirements. You can design and upload your own templates (e.g. letters or other documents), or start with the templates provided. Add your addresses into your personal Docmail library, and then create mailing lists to easily sort your records. Create your mailing online with a few simple clicks; see a proof then approve it and pay. It couldn't be simpler! We will then print, enclose".
- Create a mailing:** A large blue panel with a red pushpin icon. It contains the text: "You have incomplete mailings, please press the button below to select a mailing to continue..." with a "Continue mailing" button. Below that, it says: "If you want to create a new mailing then press the button below..." with a "Create mailing" button. At the bottom, it says: "Alternatively you can start a new mailing by copying all or part of a previous mailing..." with a "Copy mailing" button.
- Library:** An orange panel with a stack of papers icon. It contains the text: "Work with stored templates, build up mail packs, upload addresses and create mailing lists..." with an "Enter library" button.
- Admin:** A green panel with a group of people icon. It contains the text: "View mailing history, view invoices, update account information, add users and change privileges..." with an "Administrate data" button.

The footer of the browser window shows "Local intranet" and "100%" zoom level.



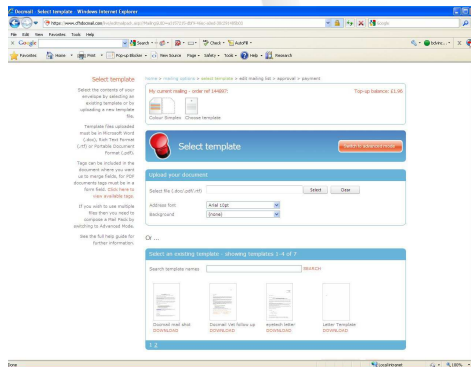
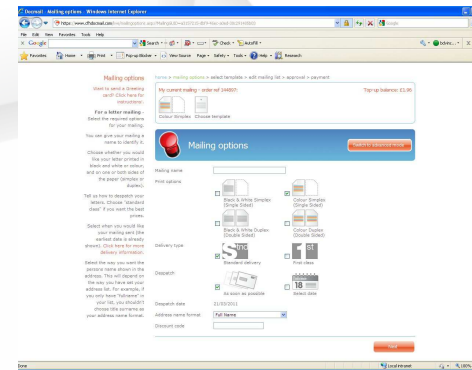
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# The Hybrid Mail Experience



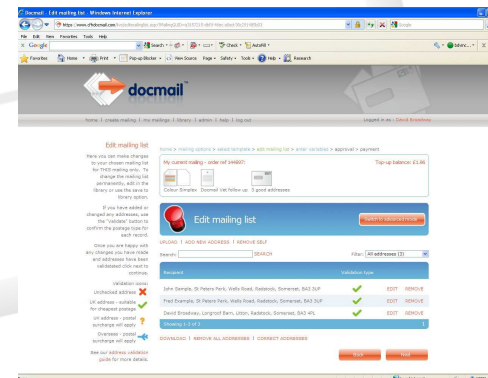
Specify type of mail – letter, postcard, greeting card

Select colour/b&w, duplex/simplex, postage type



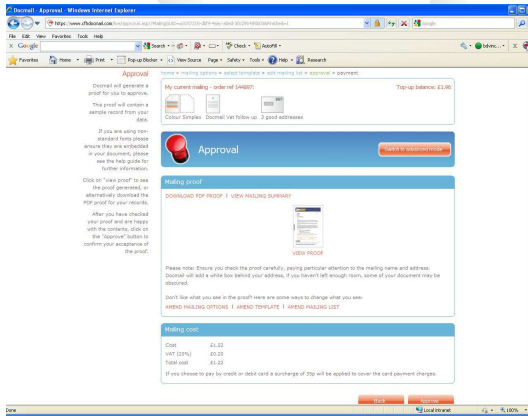
Select a document template or upload a new document template

Upload and check Addresses (CSV,XLS)



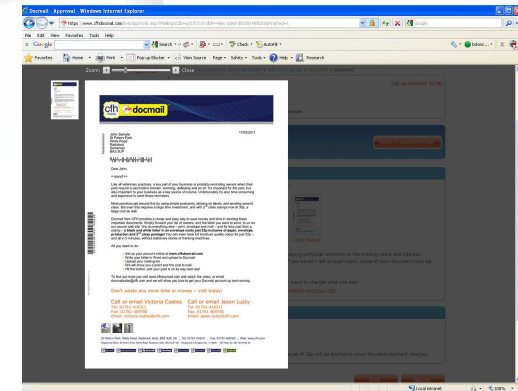
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# The Hybrid Mail Experience



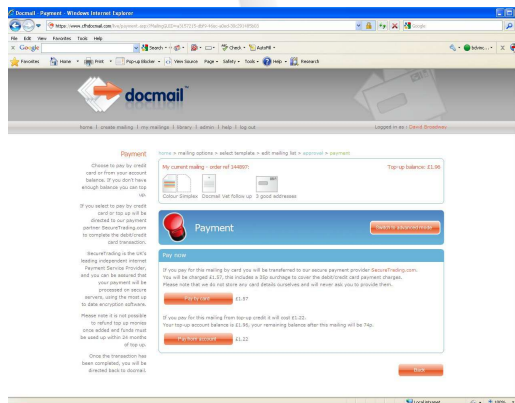
Check proofs and pricing

View proofs on screen



Pay from top up or card

**Total time for any quantity – 5 minutes**



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## Expected affect of Hybrid Mail on SMEs

### Cost Saving

- Typical cost to send a piece of mail including stationery, staff time, stock costs 56p-£1
- Takes into account:
  - Stocking costs
  - Stationery and print costs
  - Redundant stock
  - Staff time spent printing/stuffing envelopes/posting
  - Ink Jet/Laser costs
- Typical Hybrid Mail cost 25p-56p with minimal staff time
- **Cost saving very significant at up to 75p per piece**

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## **Expected affect of Hybrid Mail on SMEs**

### **Time saving**

- In many SMEs the owners are the staff
- Sending a mailing may mean missing a weekend off
- Have you ever sat down and folded 300 letters and stuffed 300 envelopes?
- The cost of that time is irrelevant when you are the owner and the staff
- A weekend that you can't spend with your children can never be regained
- **To an SME time saved is more important than cost of that time**

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## The changing behaviour of SMEs

CFH Docmail carried out a customer survey

- Asked the following questions:
  - Has Docmail changed the way that you use mail?
  - Do you send more mail than you would if Docmail did not exist?
  - What changes have your staff experienced?
  - Is your business more efficient as a result of Docmail?
  - Any other comments?

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## **The changing behaviour of SMEs**

**Here is what they said...**

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## **The changing behaviour of SMEs**

“Certainly has saved us money on paper envelopes postage and above all time spent stuffing envelopes!!

“We always sent a lot of mail so I don’t think it has increased but **we would not have sent 8000 smokers letters** without Docmail.

“**The time saving is mainly what the staff have saved** and therefore our business is more efficient as a result of using Docmail, and I have lost track of the number of GP Practices that I have recommended Docmail to, as I think it is such a brilliant service provider”

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## The changing behaviour of SMEs

- Has Docmail changed the way that you use mail
  - “**YES** – We are a software company with 550 customers throughout the world – most are in the UK and it means we do not waste time folding letters putting them into envelopes etc.
- Do you send more mail than you would if Docmail did not exist?
  - “**Yes** – I think we do as **we find sending mail not so time consuming**
- What changes have your staff experienced?
  - “Time saving
- Is your business more efficient as a result of Docmail?
  - “yes
- Any other comments?
  - “I wish for overseas mailings Docmail would partner with local mailing companies in overseas countries such as Australia, New Zealand, Canada, US, South Africa etc.
  - “Great product.”



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## The changing behaviour of SMEs

“I am extremely impressed with the pricing and signed up for the service within minutes of receiving my FSB welcome pack for the obvious savings. As an IT Consultancy on a very tight budget **emails have always been our preferred method of communication, but your service makes it possible for us to think more about the use of traditional mail**, and I'm starting to devise a postcard mailing campaign already!

“Looking forward to using the service, and will be recommending it to others also.”

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## The changing behaviour of SMEs

“No more queuing at the Post Office. No more paying the Post Office to use their SmartStamp. Our post volume is unchanged but **our post is done in a fraction of the time.**”

“The system is truly efficient and I am likely to roll out the process on the other four of my businesses.”

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## The changing behaviour of SMEs

“To me Docmail is a revolution. Gone are the days of printing off just under 5,000 flu letters every year to our at risk population. Also my monthly asthma, chd, copd, diabetes etc recall list is so easy to manage.

Do you send more mail than you would if Docmail did not exist?

**“Yes without a doubt**

What changes have your staff experienced?

“Our GP practice has 15,000 patients and I organise and run our recall system and **my working life has changed dramatically**.....for the better I might add !!

Is your business more efficient as a result of Docmail?

“Absolutely

Any other comments?

“I can honestly say that I have been very happy to recommend Docmail to other GP practices. I have also recommended your service to others outside of my working day.”

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail

“No, but the work is more likely to be done on time and not suffer from delays due to other projects taking priority

Do you send more mail than you would if Docmail did not exist?

“**Yes** by way of the fact we send what we plan and nothing gets cancelled

What changes have your staff experienced?

“**Staff time is freed** to concentrate on more necessary work, like responding to enquiries generated from the mailings, making their time much more cost effective.

Is your business more efficient as a result of Docmail?

“Yes,

“Once you have used the system once, it is very simple and self explanatory. ”

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## The changing behaviour of SMEs

“Before I discovered Docmail, my previous **mailshot of 500** (we're a small business) consisted of myself and my partner **spending literally the whole weekend** changing cartridges and unjamming envelopes in the printer and getting paper cuts as we stuffed our printed leaflets into the envelopes. The whole thing including post, leaflets and cartridges **cost in excess of £500**, not including our time.

I can now do the whole thing from my PC for half that price for the same amount of full-colour printing, the end result looks a lot more professional, and I never have to go near an overpriced ink cartridge again!

### **So, to answer your questions:**

Has Docmail changed the way that you use mail or the way that mail affects your business? - **For the better.**

Do you send more mail than you would if Docmail did not exist? - **Yes!**

What changes have your staff experienced? - **We gain 15 hours of the weekend and our sanity back!**

Is your business more efficient as a result of Docmail? - **Much more.**

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail

*Docmail has meant that **we send more mail shots.***

Do you send more mail than you would if Docmail did not exist?

**Yes**

What changes have your staff experienced?

***No more stuffing envelopes** and posting out large quantities of mail. It must be more efficient as there is a lot less administration **and the cost is less** than the postage we would normally pay.*



Has Docmail changed the way that you use mail

*“As yet, we have only used for large mail shots*

Do you send more mail than you would if Docmail did not exist?

*“No*

What changes have your staff experienced?

*“Massively at these times - **no more sitting after work** putting thousands of letters into envelopes!!”*

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail

*“Yes...excellent for ease of use, reliable, prompt*

Do you send more mail than you would if Docmail did not exist?

*“**YES!** Because its just so much easier and **releases up so much time** for us*

What changes have your staff experienced?

*“More time. Ease of use. Data base being updated regularly and checked. Its a chore that is now not a chore but a pleasure and the feed back we have received from clients is excellent. So much so that we have been able to recommend your services to other small businesses.*

Is your business more efficient as a result of Docmail?

*“**YES! As a small business time is of the essence.***

Any other comments?

*“Just keep up the good work! **Keep the costs reasonable** and your commitment to a prompt service and you will do well.”*

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## The changing behaviour of SMEs

- Has Docmail changed the way that you use mail or the way that mail affects your business?
  - “**yes, most definitely.**”
- Do you send more mail than you would if Docmail did not exist?
  - “Quite simply **the time involved** in doing this yourself and the flexibility of numbers in the mail shot **coupled with costs** have meant we have **done things we couldn't otherwise have done.**”
- What changes have your staff experienced?
  - “Probably none because we have done things that just wouldn't have happened otherwise.”
- Is your business more efficient as a result of Docmail?
  - “**yes, most definitely**”



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## The changing behaviour of SMEs

- Has Docmail changed the way that you use mail :
  - *“Yes, I think the choices are pretty good and varied, I think more time should be spend finding more variations to enable the smaller company's like me to send different communications to a larger community.*
- Do you send more mail than you would if Docmail did not exist? :
  - ***“Yes, Any mailing I need to send which would for a one man band taken too much time out of my schedule wouldn't have happened.***
- What changes have your staff experienced?
  - *“Well, it's just me, so I've found that at first it took a little time to set up the templates, but once that's over with, you fly through the process.....**you almost wonder what you're paying for because it's all just too easy!!!***
- Any other comments?
  - *“Only that I have found the Docmail team to be very friendly when I've called for some advice, very honest when it comes to practicality and the service itself is a good concept, all we need to do now is change Royal Mail.....!!...Any ideas????!!!”*

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## The changing behaviour of SMEs

- Has Docmail changed the way that you use mail or the way that mail affects your business?
  - “It **makes it much easier** to do bulk mail shots and mass mailings without the need to order stationery, stamps, ink etc
- Do you send more mail than you would if Docmail did not exist?
  - “Not more, but with more ease
- What changes have your staff experienced?
  - “**I work on my own - so it has saved me huge amounts of time**, which really adds to the cost saving.
- Is your business more efficient as a result of Docmail?
  - “Most definitely, I have just started using it for single mailings which is almost as easy as sending an email with an attachment.”

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## The changing behaviour of SMEs

“Docmail has completely revolutionised the way we handle outgoing post. **We have gained so much time** that we can invest back into the practice rather than stuffing envelopes! We have cut our postage costs despite sending more letters, you really cant argue when the whole service costs less than a stamp. Everybody hated stuffing envelopes and **morale has definitely increased** since we moved to Docmail.”

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail?

**“Yes. I don't bother buying stamps anymore!** I send relatively few letters, the majority of my written communication being done by e-mail, however when I do need to communicate by post it is more convenient and indeed less costly to use Docmail. I invariably type my written correspondence, so to upload a Word document to Docmail and then forget about it is **far less hassle** than finding my printer (which I've not used for years), plugging it in, realising they don't offer 64-bit drivers, dealing with that, buying ink, printing my letter, running out of envelopes, going to the shop to buy more envelopes, realising that where I've printed the address doesn't line up with the window, printing it again and then finally driving back to the shop to post it!

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## The changing behaviour of SMEs

“I now use you to send my newsletters twice a year. Before this, **it was a laborious task that took all of my staff a week** to do with folding, stuffing and labelling envelopes.

“The **cost is also much lower** and I do not have to buy envelopes, paper and arrange all of the photocopying to be done and buying the stamps as well.”

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## The changing behaviour of SMEs

- Has Docmail changed the way that you use mail or the way that mail affects your business?
  - yes - as it provides a proof copy of posted/sent document
- Do you send more mail than you would if Docmail did not exist?
  - yes - we are now **again considering the use of mail**, when we had been leaning towards going from mainly fax servers to email only

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail?

**“Yes, much easier.**

Do you send more mail than you would if Docmail did not exist?

**“Yes.** I sometimes used to wait until visiting a customer to take invoices to them. Now it's easy to send from my desk.

What changes have your staff experienced?

**“Before I would but off invoicing. Not having to walk to the post box in the rain is great!**

Is your business more efficient as a result of Docmail?

**“As a one-man-band it really helps me minimise time spent on admin** leaving more time for paid work.

Any other comments?

**“I was aware of such services but until I found your site I had no idea they were cheaper than conventional mail or that a small company could send one off letters not just huge mail shots.**

**Great service keep up the good work.”**

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## **The changing behaviour of SMEs**

### **Conclusions**

**52% of customers surveyed stated that they now send more mail or intend to do so as a result of using Docmail.**

Although this is very nice for Docmail we are confident that many of our competitors would get the same feedback from their hybrid mail customers.

Of those that did not state they would send more mail – over 95% said that it was now easier and more efficient to send mail. You could conclude that they are therefore less likely to stop using mail.



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## The changing behaviour of SMEs

### Conclusions

- **The postal industry has seen a reduction in volume of mail** and assumed that low cost of digital delivery is driving the move to email and digital documents
- Our survey suggest that for SMEs that is not the case
- Docmail saves businesses money in comparison with stamps – **but is still expensive compared with email.**
- Despite the cost difference against email, 52% will use more post!
- Some stated that they would move back to post from email
- In a small business time is the limiting factor on using post
- **If you make post more convenient people will use it more!**

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## The changing behaviour of SMEs

### Conclusions

- Royal Mail assume decline is inevitable so put up prices and fight to reduce service and costs
- Decline in use of post is NOT inevitable in this sector at least
- Need to consider the problems of SMEs
- If hybrid mail becomes popular quickly enough mail volumes may well increase – especially from SMEs
- **The answer is to make post as convenient as email!**

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**Thank you!**

Some additional comments that could not be included in the presentation follow, and should be included in any copy of the presentation provided to delegates

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### **The changing behaviour of SMEs**

“Do you send more mail than you would if Docmail did not exist? No.

“What changes have your staff experienced? Big time saver on large postal projects, such as Flu and Disease Recalls.

“Is your business more efficient as a result of Docmail? Yes.”

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail or the way that mail affects your business?

“I only send to UK addresses where I do not have e-mail, I no longer use the postal system

Do you send more mail than you would if Docmail did not exist?

“Same amount of letters are sent

What changes have your staff experienced?

“**Easier to not handle physical mail**, just deal with electronic copy

Is your business more efficient as a result of Docmail?

“I save time and money using Docmail”

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail ?

- “Definitely, we could be much more creative with our mailings.

Do you send more mail than you would if Docmail did not exist?

- “Not sure yet, but probably

What changes have your staff experienced?

- “No more spending January folding newsletters and stuffing envelopes

Is your business more efficient as a result of Docmail?

- “Absolutely, it took the same amount of time to put together a much more professional looking mailing as we would usually spend, but there was **less time putting the mailing in envelopes** (see comment above). **In addition it worked out cheaper** than our DIY version of putting a mailing together.

Any other comments?

- “We are really pleased with our first mailing using CFHdoc (sic). We have had lots of response from the mailing and we definitely will be using you again and recommending you to other businesses.”

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## The changing behaviour of SMEs

Has Docmail changed the way that you use mail

- *Yes, we use this for a large company, and it has enabled an offshore data centre to submit mail within the UK*

Do you send more mail than you would if Docmail did not exist?

- *I believe the same volume is sent, but with the **added convenience of being able to submit the mailings from offshore***

What changes have your staff experienced?

- *Staff like the system and are now good at using it.*

Is your business more efficient as a result of Docmail?

- *We think the product has enabled the business to function more efficiently.*

Any other comments?

- *Keep up the good work.  
We think the system is great and I have had very few if any issues reported by end users*

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## **The changing behaviour of SMEs**

Has Docmail changed the way that you use mail

**“I am more inclined to send more newsletters by post because the total amount I have to spend means more can be sent.**

Do you send more mail than you would if Docmail did not exist?

**“Yes, see above, although the number of newsletters sent per year has not increased – i.e. 4, I am sending out to more people each time.**

What changes have your staff experienced?

**I am a small business with only me, so my time is used more efficiently without having to physically address (by hand as my printer won't take envelopes) 100+ each time.**

Is your business more efficient as a result of Docmail?

**The end result looks far more professional than a handwritten envelope, and the time I would spend sending them off, including having to walk to the post box – about 15min away – is used in better ways.**

• Any other comments?

– **...Efficient and quick – the last one I did the mail was received the day after I thought they would go out and that was 2nd class. Would recommend.**