



WE VALUE YOUR MAIL

# APPLYING TECHNOLOGY TO BUILD CUSTOMER CONFIDENCE

neopost 

# The changing postal world

- The postal industry is in turmoil
  - Postal Markets are de-regulating
  - Many posts are up for sale
  - Technological acceleration is squeezing mail out of the value stream
  - The retail world is moving away from the High Street to e-commerce
  - Consumers and businesses are demanding real-time capabilities for communicating with their friends, colleagues, customers, suppliers....

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, green, blue, red) with a trademark symbol.The Amazon.com logo, featuring the word "amazon.com" in a bold, black, sans-serif font, with a yellow curved arrow underneath it. Below the arrow is the tagline "and you're done." with a trademark symbol.

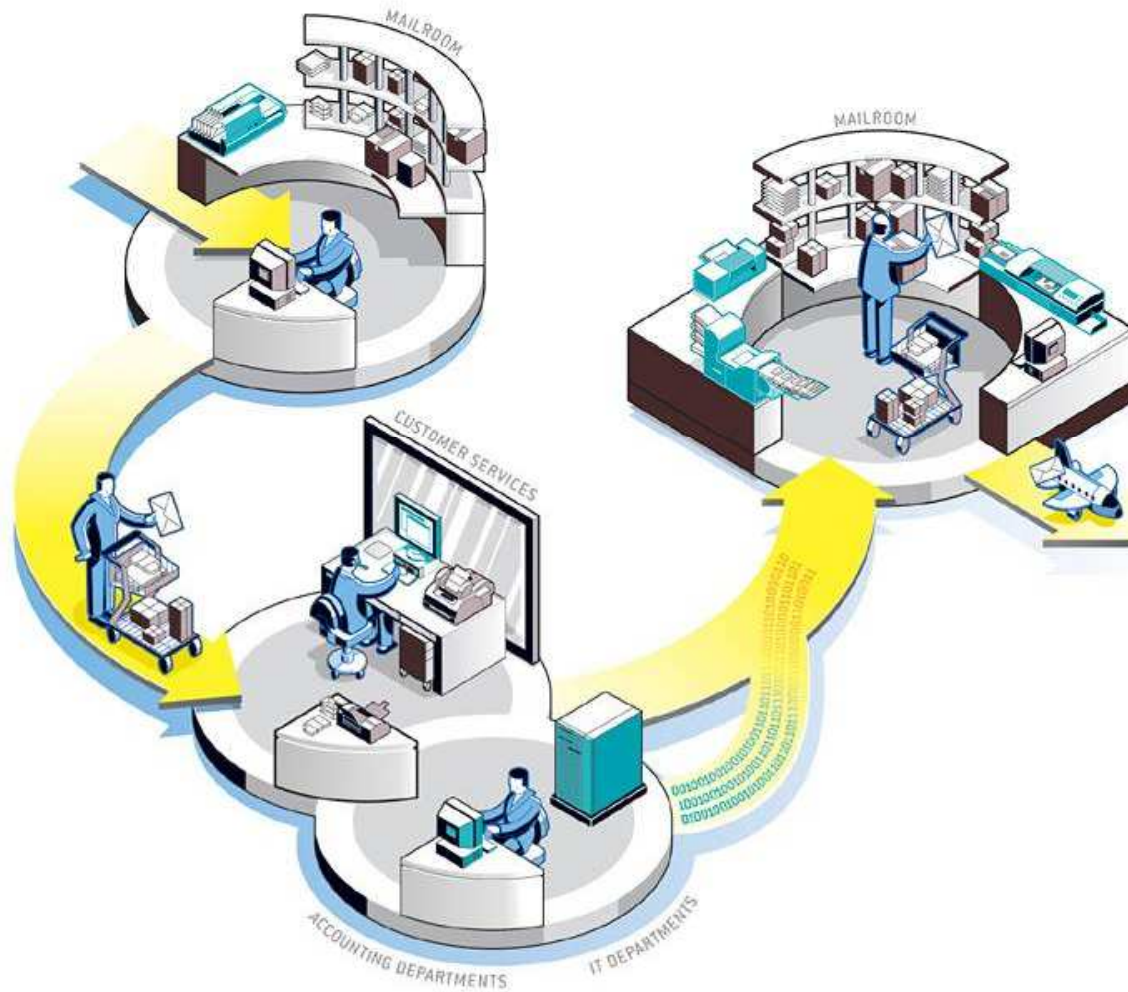
# The mailer perception

- Customers increasingly consider Mail a less relevant response to their communication needs
- Mail is seen as expensive, old-fashioned and no longer in tune with a digital age
- Individual mail pieces are difficult to customise/differentiate in a communication saturated age.
- The expectation is for immediacy of contact (not a “next-day service”)
  
- BUT...
  
- Nothing beats an innovative and well targeted mail shot for customer acquisition
- The retail experience is moving to on-line and requires a physical delivery
- Postal providers are trusted and enjoy powerful brand recognition
  
- AND...
  
- Emerging technologies might be the catalyst to revitalise mail

So is this where we're going...?



# End-to-end mail management is key...

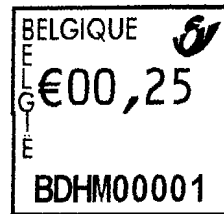


- Mail contains important documents – bills, statements, contracts – and is a major factor in business growth
- It is critical for mail to be individually distinctive yet handled as part of a flexible, controlled and highly efficient process

# The key is to make mail easy to use

- Capturing data once and using it to drive value end-to-end
- Encrypting information to offer security and user confidence
- Providing add-on services to improve mail effectiveness (e.g. address cleansing)
- Using a variety of “push” or “pull” techniques to provide timely communications on mail performance
- Making it incredibly easy to access and use mail as a medium of choice
  
- What enablers exist:
  - Two-dimensional datamatrix codes
  - Electronic pre-advice and manifesting
  - Developing loyalty programmes by leveraging technology
  - .....and many others.....

# The world of datamatrix



# Deutsche Post "Premiumadress"



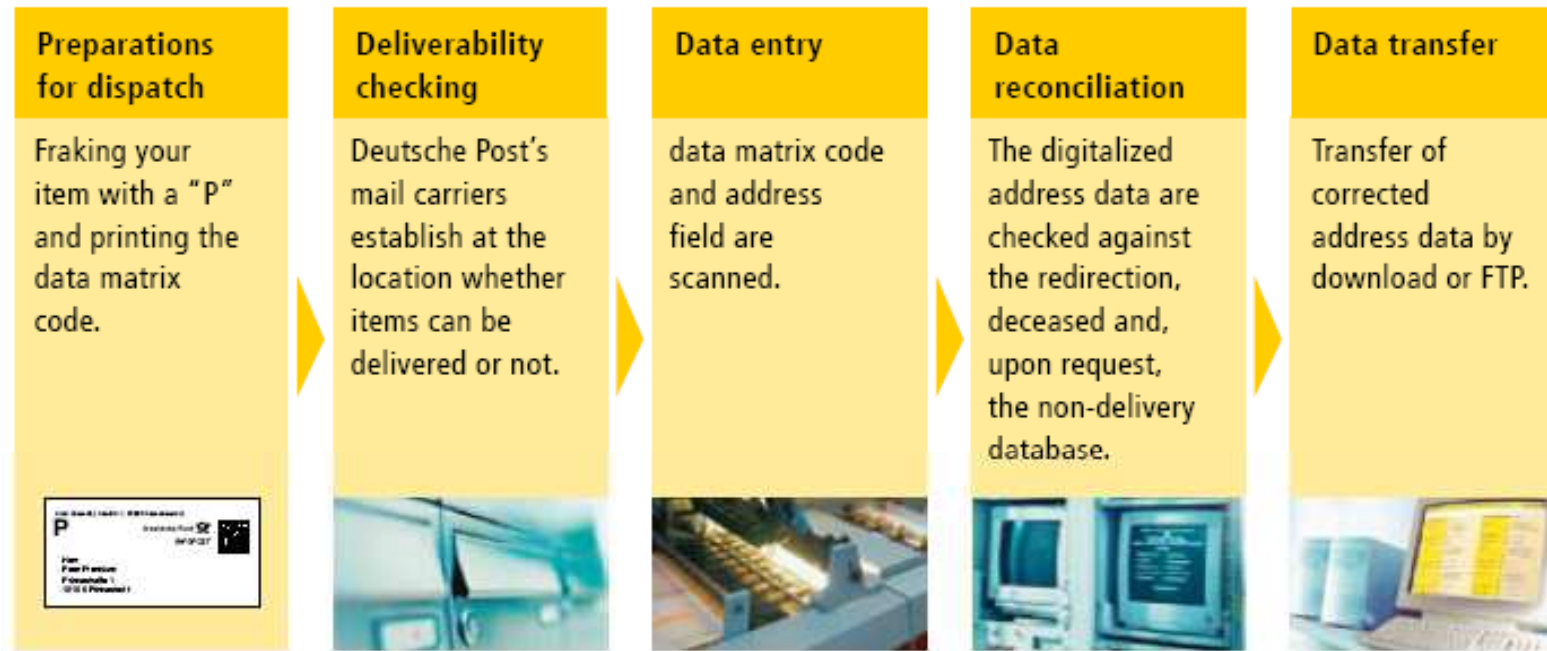
- In the data matrix code are:
  - The customer number of the sender
  - a Premiumadress ID for specifying different return addresses, data recipients, invoice recipients.....
  - The version number of the product key list
  - Product key of the basic product with the desired Premiumadress product variant.
  - Customer-specific data space
- Accessing the product
  - With IT-franking (on the document)
  - With franking machines (on the envelope)





# Deutsche Post Premiumadress

Professional and reliable: the Premiumadress process

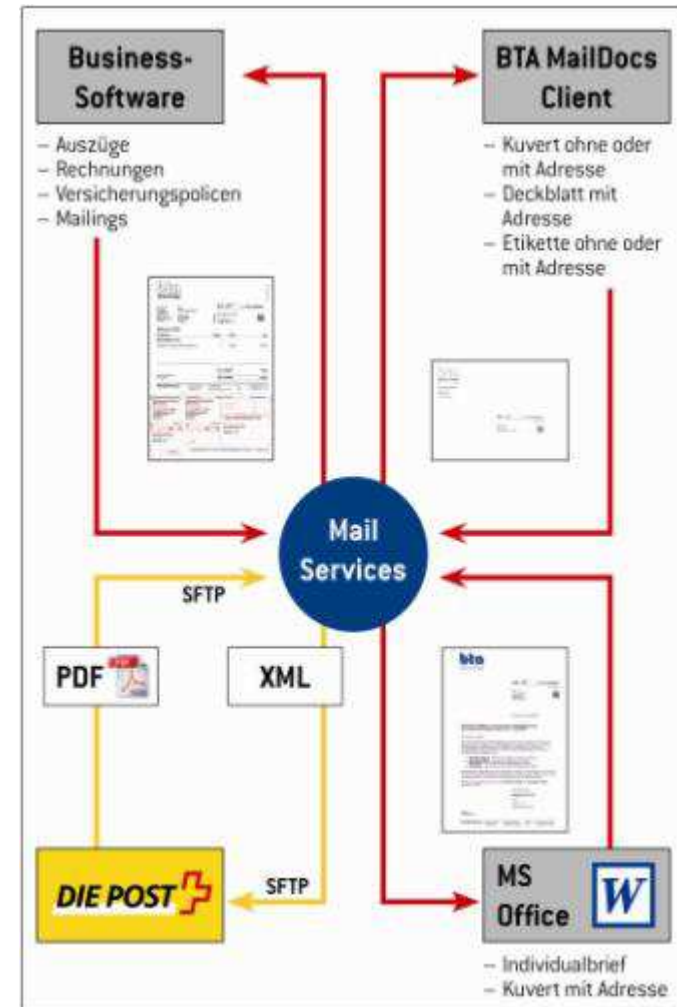


## ■ Post/Customer benefits

- **Unique source of information: delivery checking on-site**
- **Consistent electronic address maintenance process, data alignment and transfer**
- **Efficient address management generating customer loyalty for mailers, saving postal processing costs and generating an item by item revenue stream**

# “Maildoc” Solution

- Business-Software
  - Transactional documents e.g. account statements, bills, credit notes, reminders, insurance policies, tax letters etc.
- MailDocs Client
  - First page with address and franking impressions
  - Label only franking impressions and/or addressing
- Microsoft Word
  - Individualised mail pieces
- Mail Services
  - Pre-advice communication to the Post office (task listing, delivery note)
  - Production of electronic manifest



# Postal loyalty programmes

- Use technology to make customers "sticky"
- Invest in long-term relationships
- Communicate in a segmented and tailored way
- Promote mail medium through relevant and cost-effective campaigns



**bring** Finding New Ways

## Få kr 500,- i porto

Enkelt med frankeringsmaskin

- Hvis du sender flere enn 40 brev i uken
- Kan brukes på både brev og pakker
- Enkelt, fleksibelt og lønnsomt

Tilbudet gjelder alle nye kunder som kjøper eller leaser frankeringsmaskin i perioden 3. januar - 28. februar.

For bestilling eller mer informasjon ring 04045. Oppgi kode B.

It is in Rimi Lommedalen.

Hvis Treksen forta



Gavin Macrae  
g.macrae@neopost.com

