Powerful customer communications with none of the hassle or expense.

Business-critical communications that inform and seek action are essential. Most are digital, yet paper still plays a vital role. However producing and posting these communications is often pricey, impractical and unsecure.

Manual, time-consuming processes can bring productivity to a standstill — that translates to higher costs, slower delivery and disengaged customers. Keeping data secure and confidential whilst maintaining compliance adds another layer of difficulty, especially in today's hybrid work environment.

Business continuity, especially in regards to remote and home working, has never been more important. So how do you overcome the disruption of shifting to remote work whilst ensuring workflows are seamless, costs are managed, data is protected and customer communications are not only impactful but delivered on time, without delay?

How do you even get started?

MANY CHALLENGES, ONE SOLUTION

Using our broad experience, we will work with you to review your current processes to help uncover hidden opportunities that optimise time and cost savings. Unlike one-size-fits-all solutions, MailaDoc Smart Mail is a configurable, remote, print-to-post service that can be tailored to your specific needs.

MailaDoc Smart Mail streamlines the entire post process, taking unnecessary cost and complexity out of managing customer communications. It can help you save up to 40% on print and postage whilst allowing you to produce more effectively with fewer resources and less hassle.

Using advanced automation, we can handle all your outgoing business post. All you have to do is prepare your data, and we take care of transfer, production and delivery whether digitally or by post — it's that simple.

It gets even better. MailaDoc Smart Mail allows you to build on the core capabilities of Hybrid Mail and elevate your system-generated customer communications with impossible-to-miss value. Smart Mail goes beyond transforming the way you manage business post and print. It enhances your communications across physical and digital with eye-catching personalisation using tools like XMPie®.

Regardless of what sector you belong to, Smart Mail makes it possible to get the most out of your customer communications. No more hidden costs, wasted time or unnecessary trips to the print room. Just a smarter, simpler way to work.

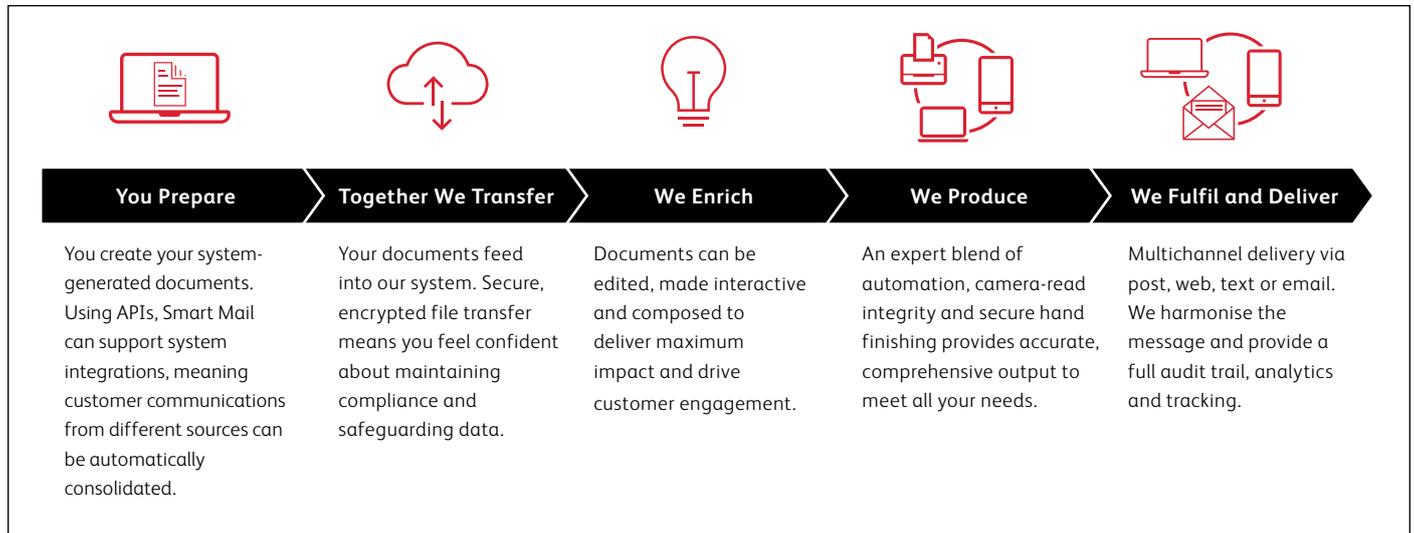### OPERATIONS WITH LESS FRICTION AND MORE FLOW

You don't have to choose between ease, speed and security. Smart Mail integrates seamlessly with your existing systems so information can be safely and securely transferred. Employees can now effectively manage outgoing communications from anywhere. By eliminating the need to manually stuff envelopes, automation along with camera-reading technology helps to reduce the risk of errors and ensures the right information is delivered to the right customer, de-risking your GDPR liability.

MARKETING THAT'S A HIT, NOT A MISS

Get noticed. Improve the customer experience with multichannel campaigns that bridge physical and digital touchpoints. Access a whole new world of "off-page" content with QR codes that trigger personalised URLs to cut through the clutter and command attention. Analytics, reporting and targeted geo- and socio-data allow you to fine-tune and tailor individual messaging.

xerox™

A worry-free work experience.

The Smart Mail collaborative approach means that your needs always stay front and centre — we are a strategic partner, not a just service provider. We'll work together to carefully evaluate your existing processes and legacy systems to provide an optimised experience based on exactly what you need.

You Prepare	Together We Transfer	We Enrich	We Produce	We Fulfil and Deliver
You create your system-generated documents. Using APIs, Smart Mail can support system integrations, meaning customer communications from different sources can be automatically consolidated.	Your documents feed into our system. Secure, encrypted file transfer means you feel confident about maintaining compliance and safeguarding data.	Documents can be edited, made interactive and composed to deliver maximum impact and drive customer engagement.	An expert blend of automation, camera-read integrity and secure hand finishing provides accurate, comprehensive output to meet all your needs.	Multichannel delivery via post, web, text or email. We harmonise the message and provide a full audit trail, analytics and tracking.

KEY BENEFITS

Uncover new efficiencies —
Say goodbye to manual processes. Save time and overcome the challenges of securely managing post in a hybrid work environment whilst lowering costs.

Turn up the value —
Create impactful, high-value and enriched customer communications that stand out and inspire action. Elevate print communications with specialty finishing. Grow a stronger customer base and drive results with cross-media campaigns.

Boost productivity —
Your staff never have to stuff another envelope and are freed up to focus on more productive core tasks. And they can manage post from anywhere.

Improve accountability —
Easy access to activity dashboards with audit trails that provide better visibility into departmental mailing correspondence and costs.

Delivery flexibility —
Never miss a deadline with capacity flexibility for peak demand. High delivery speeds ensure recipients receive important, time-sensitive communications.

ADDITIONAL BENEFITS

- Specialist, secure facility that is encrypted and GDPR compliant
- ISO 27000, ISO 9001 and ISO 14001 certified
- Collaborative partnership with dedicated account teams
- Industry-leading production equipment ensures high-quality output and brand colour consistency
- Save on space with no franking machine, printer or post tray
- Personalise physical mail for added value
- Bulk discounts and pre-sorting provide additional cost savings

Hybrid work demands a smarter way to post.
Save time and supercharge your communications with Smart Mail.

xerox™