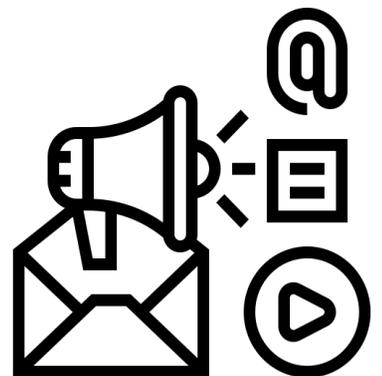




Digital Mail for a Flexible, Productive Workplace

**TRANSFORMING YOUR OUTBOUND POST TO WORK
EFFICIENTLY FROM ANYWHERE**



ANALOGUE VS DIGITAL

82% recognise digitising paperwork is important to their survival¹

AND MORE RESILIENT FOR WHEN THE UNEXPECTED HAPPENS

We get it.

There are a lot of benefits to going paperless and there is no doubt that the whole world is now shaped by digital technology, not just the workplace. Survival depends on keeping up, freeing up time from mundane, repetitive tasks, and ensuring business continuity.

So, many organisations have updated the tech in their office. Cloud storage has replaced filing cabinets and mobility options mean people can now work from anywhere. But, very often, paper and post are left behind.

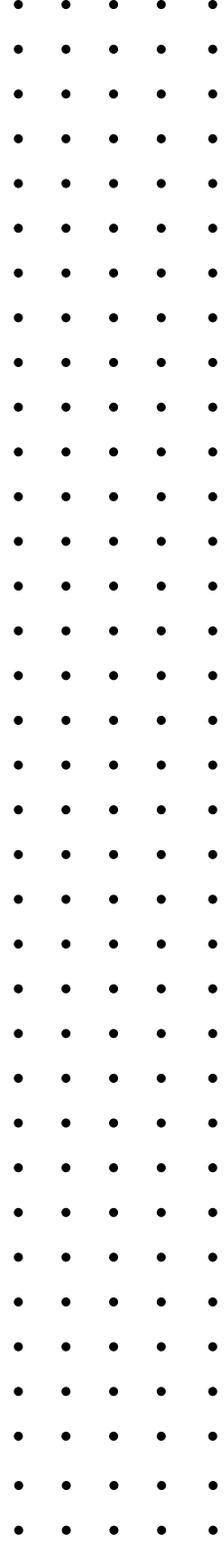
As vanguards of an older era, many haven't evolved these operations alongside the rest of their tech ecosystem. This means paper and post processes frustrate staff, drain resources, and with the creation of paper waste, can be an embarrassing carbon footprint.

But, it doesn't have to be this way.

Old doesn't mean outdated, especially when some of your customers may prefer to receive paper correspondence and invoices, or respond more favourably to hard copy marketing. But that shouldn't hold you back from transforming the way YOU work for the better passing the burden of preparing and sending your mail to us. All you need is an internet connection.

You've updated your phones, your connectivity and your systems. Now, it's time to update your business mail.

¹ The State and Fate of Small and Medium Business Survey, Xerox 2021



Why Digital Mail Should Be Part of Your Tech Stack

You need to send your customers and prospects mail. They need to receive invoices, certificates or general communications. Sure, you could just ping them an email, but as **75%** of people abandon email addresses because their inboxes are too full² or set up SPAM folders, your email might get swallowed up with the crowd.

Sending post straight through to the recipient's letterbox guarantees they get your communications. But, printing and posting is a labour intensive process that needs to be done onsite preventing flexible and remote working. Staff must print, then fold, then enclose, then frank, then walk to the post or put it in the post tray which ultimately frustrates valuable employees whose time could be better spent. It's inefficient and inflexible.

Rethinking how you do mail and incorporating it into your technology stack improves the efficiency of your processes, enables flexibility for anywhere / anytime work practices, supercharges your organisation's potential for growth and reduces your carbon footprint.

HOW?

YOU WORK WITH MAILADOC, A PROVEN MAILING PARTNER.

By choosing to work with our specialist mailing team at MailaDoc, part of the Xerox Business Solutions family of companies, you optimise your processes and technology. MailaDoc's hybrid mail service comes with an easy-to-use print driver, enabling you to embed your mail into your wider technology ecosystem. You can tackle more complex mail requiring personalisation, collation and other custom features that create more impact with Smart Mail.

Smart Mail is a bespoke solution tailored to your organisation's specific needs. It integrates seamlessly with your existing systems, and information can be easily and safely uploaded with SFTP. Smart Mail makes it easy to enrich your most important printed communications to boost customer retention. Add details that stand out such as hand finishing. Create a richer customer journey with dynamic multichannel campaigns infused with personalisation and interactivity for better engagement and response rates.

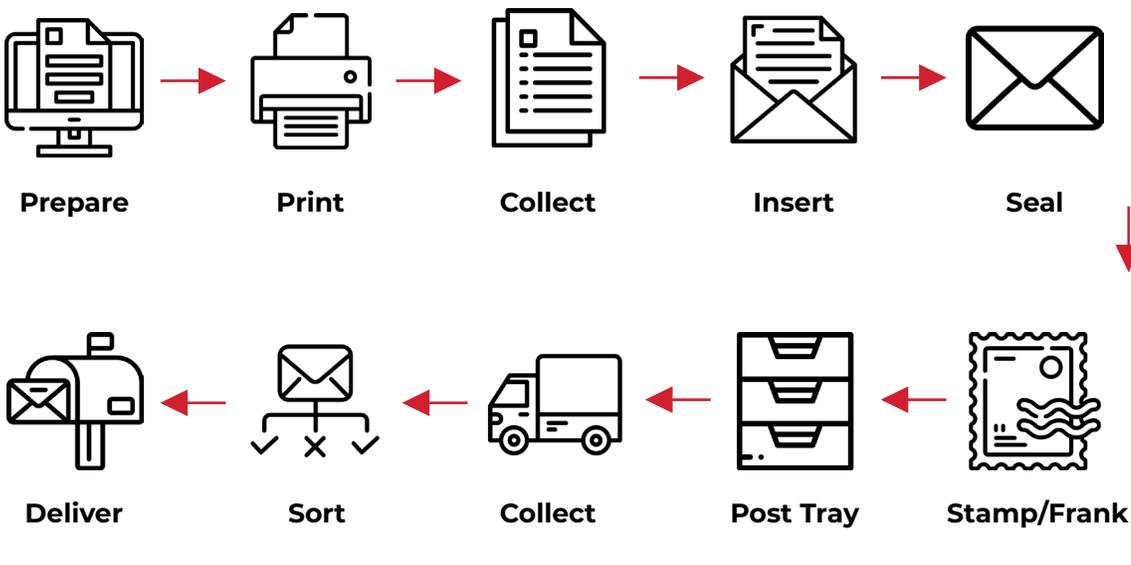
We're a strategic partner, not a just service provider. Our collaborative approach means that we listen to your needs and work together to carefully evaluate your existing processes and legacy systems to provide a personalised experience based on exactly what you need.

² Data Marketing Association

On average, people waste **400 hours** per year on manual posting processes³

HERE'S HOW MAILADOC SLASHES THAT TIME...

Traditional Mail



Hybrid and Smart Mail



- Easy to use via portal or print driver
- Create your document - you stay in control
- Simply press print to action mailing from anywhere
- Check your dashboard to remove error or waste

FOCUS ON THE MORE IMPORTANT STUFF WHILE WE TAKE CARE OF THE REST

³Xerox

Benefits

FLEXIBLE WORKING

The ability to send post from anywhere with just a few clicks keeps you nimble in today's hybrid workplace and reassuringly free to continue your business whatever crisis is thrown your way - an impossibility with traditional mailing operations. You can seamlessly work from home or on the road, sharing tasks across a centralised or dispersed team. Your staff never have to stuff another envelope or rush to catch the post, which means they can manage post from anywhere and never miss a deadline with even the most time-sensitive communications.

IMPROVED PRODUCTIVITY

With traditional mail, your staff waste a lot of time focused on preparing and posting your communications when they could be driving your business forward. With Mailadoc, you can send hundreds of letters without leaving your desk. You simply have to press "PRINT". By removing the burden of physically posting your mail, you've created more time for staff to focus on more value add activities, and energised them with more productive and meaningful tasks.

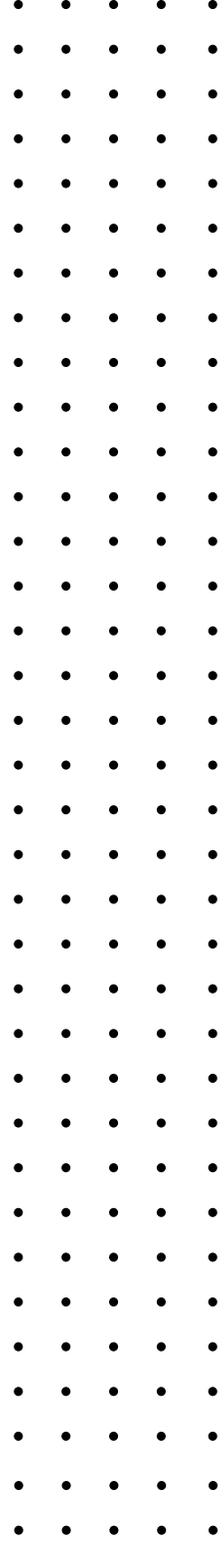
SECURITY AND INTEGRITY

As part of your mailing service, we encrypt and transfer your post when you use your dedicated print driver

and fortify your data in our ISO 27000, ISO 9001 and ISO 14001 certified data centres. We create a closed loop workflow with camera-read barcode verification, making your data impenetrable. And, when the job is complete, we purge your data to make sure it doesn't end up in the wrong hands. Coupled with a searchable audit trail and the ability to track each piece of mail, GDPR compliance is assured.

COST EFFECTIVE

Without Hybrid and Smart Mail, printing and posting mail drains your financial resources as you waste money on an outdated process and equipment. You get downstream access to mail delivery services like Royal Mail, giving you cheaper rates that save money on your post. And time is money, so you can reduce labour costs or reassign resources to more value add activities such as customer sales, service and retention, improving your cash flow, or strategic projects that help your business perform better. With total visibility of departmental mailing correspondence and costs, you can manage your budget better.



DATA ACCURACY

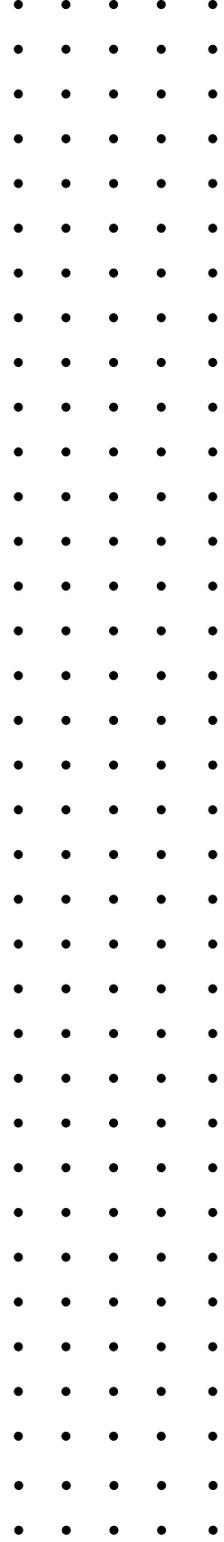
Mailadoc cleanses and optimises your data to maintain accuracy and integrity. With GDPR, mail-preference regulations and penalties ever present, we make sure your data matches regulatory demands and helps you expand your reach with a comprehensive quality database you can use to top up any database gaps.

BOOSTING YOUR BRAND

Sometimes it's the small things that count and having poor quality mail - printed on flimsy paper with a bad finish - can diminish the perception of your organisation and undermine your reputation. By opting for Mailadoc, you get access to high-quality finishes including different paper weights, levels of gloss and colourful ink. And, your communications can be printed and posted the same day you order, meaning your customers quickly receive high-quality mail enhancing your brand and customer service.

REDUCED CARBON FOOTPRINT

Outsourcing your mail reduces your carbon footprint. By using the organisational dashboard and only printing the jobs you need to, you've slashed the excess paper waste created by human error and accidental prints. Your onsite energy consumption reduces and your chosen courier no longer has to come to your offices to pick up your post, reducing the amount of carbon emissions your office creates.



Proven in a range of sectors for a wide range of applications

BROWSE THESE REAL LIFE CUSTOMER USE CASES FOR INSIGHTS AND INSPIRATION ON HOW HYBRID AND SMART MAIL ARE BEING USED FOR FLEXIBLE WORKING, AMAZING TIME AND COST SAVINGS AND OTHER CRITICAL BUSINESS BENEFITS

OUTSOURCED DIGITAL MAILROOM SOLUTION SOLVES WEEKLY ACCOUNT MANAGEMENT HEADACHES

Food processor transforms invoice mailing process for the better



CHALLENGE

- Over 70,000 invoices sent on an annual basis
- Traditional postal methods inefficient, expensive and limited to office-based working
- Constant struggle to send critical business documentation to meet deadlines

SOLUTION

- An outsourced digital mailroom solution manages outbound invoices and general correspondence
- Fulfilled by Mailadoc via secure file transfer, virtual print driver or portal
- Delivered by Royal Mail to agreed SLAs

BENEFITS

- Freed up staff time and enables secure, remote working
- Portal provides transparency with searchable postage logs for reference and auditing purposes
- Reassuringly secure with GDPR compliant HTTPS transfer, 256 bit end-to-end encryption, and ISO 27001, ISO 9001, and ISO 14001 certified data centres.

£17K +  *annual savings on mailing invoices alone*



AN AGRICULTURAL FEED SUPPLIER MAKES THE MORE CONVENIENT SWITCH TO DIGITAL

All the benefits of digital working whilst meeting customers' preference for paper.

CHALLENGE

- Staff tied to the office to prepare regular time-consuming invoice mailings
- High cost of franking machines, consumables and post
- Large agricultural customer base, often located remotely, preferred a paper invoice

SOLUTION

- Helped transition from reliance on franking mail to digital solution
- Staff able to prepare invoice mailing from anywhere via the internet with Hybrid Mail
- Customer portal provided visibility and tracking

BENEFITS

- Empowers account team to work from anywhere
- Digital working also saved significant time and money
- Met customer preference for paper copies of invoices

15% *costs saved on postage and consumables alone*



HOUSING ASSOCIATION REALISED AMBITION FOR MORE PRODUCTIVE WORK FROM HOME

Secure data management and mailing enabled compliance and peace of mind.

CHALLENGE

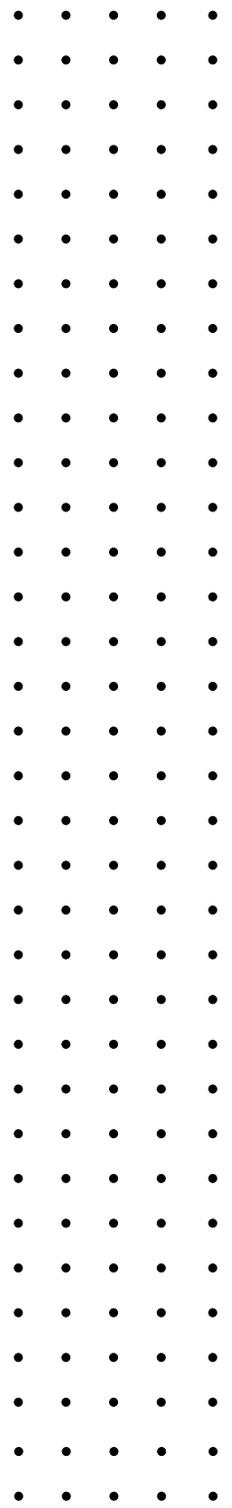
- Wanted to empower workforce to work from anywhere
- Significant admin spent managing large volume of mail
- Absorbing significant cost better spent on client needs

SOLUTION

- All correspondence and client care packs managed through Hybrid Mail
- Employees send mail files via virtual print driver
- Mailadoc prepare and send everything via Royal Mail
- Customer portal provides status of each mail item to enable tracking

BENEFITS

- Enabled accounts and outbound teams the option to work from home
- Tightened compliance with highest level data encryption and searchable audit trail of all correspondence
- Significant cost and time savings





HITTING VOTER MAILBOXES WITH TIME-SENSITIVE POLITICAL CAMPAIGN MATERIALS

With deadlines looming, this local political group needed a responsive, trustworthy partner

CHALLENGE

- Needed to reach voters before the local borough elections
- Existing mail system and office print machine was expensive to maintain.
- Personalisation, artwork, content, fulfillment and delivery was time-consuming.

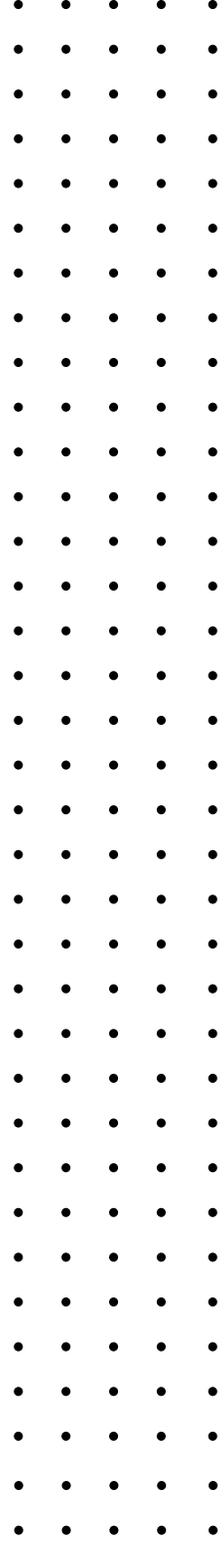
SOLUTION

- All data work, amends to artwork, print, enclosing and postage sorted
- Postal vote recruitment drive mailing with personalised letters, forms and business reply envelope
- Pledge letters were A4 printed, folded, enclosed into a C5 envelope and sorted to optimise postal rates

BENEFITS

- Stress-free solution that freed up valuable staff and volunteers for more pressing campaign work
- Smarter working saved money and time with mail landing within a couple of days
- Positive correlation between areas targeted with direct mail and election results

9.5 +  *hours saved per mailing*





IMPROVED MARKETING AND COMMUNICATIONS FOR CAR RETAILER

Transforming event, invitation and customer mailings for a multi-site dealership.

CHALLENGES

- High burden of cost of marketing activity in terms of time and effort
- Needed to send more timely customer communications to differentiate from the competition

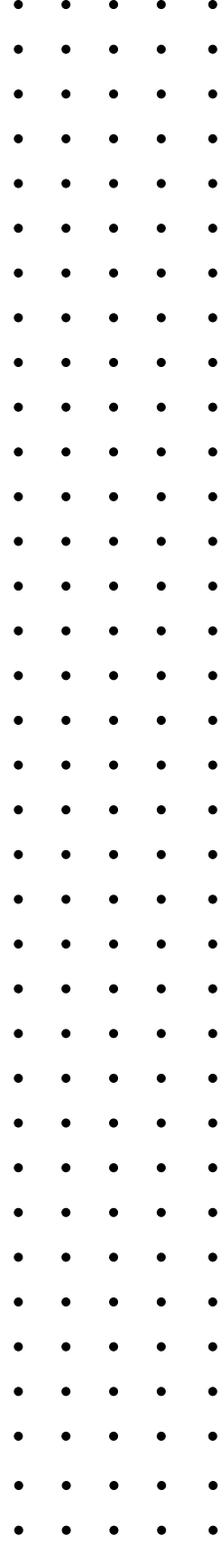
SOLUTION

- A mix of direct mail, office mail, data services and microsites managed through a portal from anywhere
- Remote print and posting of customer communications and promotions
- Topped up their GDPR compliant database

RESULTS

- Improved measurement of engagement and response rates to inform strategy
- More flexible and streamlined management to free up time and budget
- Hassle-free fulfilment of marketing activity
- More customers directed to digital marketing channels

£500+  *saved per branch on a single marketing campaign*





A **XEROX**™ Business Solutions Company

Digital Mail for a Flexible, Productive Workplace

Transforming your outbound post to work efficiently from anywhere

Visit our website for more information

WWW.ALTODIGITAL.COM



or give us a call

0345 873 8122

