# Guide

## The Neopost Guide to Integrated Customer Communications

Produced in association with **Business**info magazine

NEOPOST
Send.Receive.Connect.

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# Foreword

**Welcome to the Neopost *Guide to Integrated Customer Communications*, produced in association with *Business Info* magazine.**

For more than 90 years, Neopost has been helping organisations communicate with customers, clients and prospects. In this time we have continually expanded and enhanced our product range, enabling our customers to benefit from new technologies as they have emerged.

Today, the big shift is digitisation and the replacement of paper-based workflows with end-to-end digital processes. This is impacting organisations of all sizes, but for small and medium-sized businesses with limited in-house IT resources, it can present particular problems.

Survey after survey shows that SMEs are falling behind in their digitisation projects due to concerns about investment, IT integration, training, the customer experience, as well as a lack of knowledge about the solutions that are available and how they can be implemented to maximise current and future benefits.

The key point about digitisation, from Neopost's perspective, is that almost all business processes either start or end with a customer communication. This makes it very much our business.

In recent years, through strategic acquisitions and the evolution of our solutions portfolio, we have gained significant expertise in road-mapping and implementing digitisation projects for organisations of all sizes. Because of our ability to integrate multiple communication channels, we enable businesses to make this transition at a speed that suits them and their customers.

This guide will give you some indication of how we can help increase the efficiency of your customer communications and document processes. To find out more, please don't hesitate to arrange an appointment with one of our consultants.

# Digitisation & Automation

**Digitisation and process automation can help SMEs improve communications effectiveness and save time and money**

Digitisation is transforming organisations of all sizes by automating time-consuming, inefficient and expensive paper-based processes. Many start-ups are already 'digital by default' and financial and competitive pressures mean that established businesses too are exploring how they can speed up decision-making and move away from what AIIM calls 'business at the speed of paper'.

To this end, many are attempting to eliminate paper from essential business activities like document filing/archiving, invoicing, marketing and customer communications. In a survey by Infotrends, 67% of respondents said that their company had taken steps to simplify, remove or automate document-related operations or processes.

In addition to substantial savings from the removal of paper and associated costs, such as printing, postage and filing, digital workflows are more productive. Files can be retrieved instantly for faster decision-making and they can be tracked and audited more easily, improving security and compliance.

## Flexibility

Even without these benefits, digitisation would be a priority due to the revolution in mobility. Ubiquitous broadband, portable computing, smartphones and the cloud enable employees to work anywhere. If workflows are digitised, home-workers and mobile sales people can initiate, add to and amend a process as easily as office-based colleagues.

**The benefits of digitisation are far-reaching and almost immediate. Almost half (45%) of decision-makers questioned by AIIM for its 2016 report, *Paper-Free: Are we there yet?*, achieved payback on their digitisation project within six months – 9% believe payback is possible within three months.**

Mobility influences customer relationships too. Today, more than four out of five UK consumers own a smartphone, using them to buy goods and services, pay bills and manage all aspects of their daily lives. For many customers, smartphones have replaced the desktop PC as the internet access device of choice: in 2016, mobile web usage overtook desktop use for the first time.

Many will also use them to update social networks like Facebook, Snapchat and Instagram. These are an important new marketing channel for businesses and a powerful weapon for customers too.

A study by Hitachi Capital found that while only 5% of online survey respondents had used social media to make a complaint in the 12 months before, 16% considered it the most effective medium for doing so.

### The appeal of paper

While the needs of businesses and their customers are driving a migration from paper-based to electronic customer communications, such as email, SMS, web portal and social media, people still value the familiarity, durability, security and tactile nature of paper. In this context, it is important to note that digitisation is not just about mail substitution, but also about using software and automation to speed up the production and distribution of postal communications. As the Ministry of Defence can attest (see below), the use of such tools can save money and deliver an even better product for lovers of the printed page.



### There's nothing like a letter

Despite having a choice of digital communication methods, military personnel and their families still like the intimacy of a printed letter. Using INtouch powered by Neopost, 4,000 service personnel in 20 operations worldwide can keep in touch with their loved ones by post. The new system allows soldiers on active service to upload letters of up to eight pages, including photographs, to a print centre for printing and distribution to family and friends. Intouch is replacing 'blueys', which were limited to one page and could not include photos.

# Multi-channel Customer Communications

**A multi-channel communications strategy can increase customer satisfaction, but it also creates additional obligations**

While demand for paper communications persists, digital channels are becoming more and more significant. Almost two thirds (65%) of organisations surveyed by AIIM say they have experienced an increase in demand for paperless communications. Just under one third describe that increase as rapid.

Inevitably, the flexibility and speed of digital communications have raised consumer expectations in a number of key areas, including:

**Speed of response.** Customers have always bridled at being kept waiting, but the signs are that people are becoming more impatient. In his book *The Great Acceleration*, Robert Colvile cites a 2015 study by Toister Performance Solutions, in which 31%

of US consumers said they expect a business to respond to an email in one hour or less. One in seven (14.5%) expects to receive a reply within 15 minutes. In 2014, the figure was just 4%.

**Personalisation.** Today, people expect special treatment. In a survey by Verint, 80% of respondents said that they like to receive personalised customer service. They like to be addressed by name; they expect businesses to be aware of their purchasing history and to tailor their marketing material accordingly; and they want instant resolution of queries or problems.

**Customer service.** Consumers whose expectations aren't being met are showing a greater willingness to switch supplier. In 2016, more than a

quarter (28%) of consumers spent less with a company or took their custom elsewhere after receiving poor service; 79% said they would be unlikely to return to a brand if their issue was handled badly.[1]

**Channel choice.** People today expect to interact with a business through their choice of channel rather than the other way around. In a study by Yonder Digital Group, 92% of survey respondents agreed with the statement 'I tend to stay more loyal and increase my business with companies that resolve my queries and enquiries quickly and effectively, however I get in touch with them'.

### Multi-channel challenges

Adopting a multi-channel communications strategy will help SMEs meet these expectations. However, doing so brings additional obligations:

■ The more channels a business uses, the more information it will need to protect. Two thirds of consumers questioned by Gemalto think it unlikely they would do business with an organisation that was responsible for exposing financial or sensitive information. According to the *Cisco 2017 Annual Cybersecurity Report*, one in five organisations that suffered a security breach in 2016 lost customers as a result; 40% of them lost more than 20% of their customer base.

■ Organisations must be sensitive about how and when they contact people. A customer might welcome contact via a mobile during working hours, but consider it intrusive in the evenings.

■ Finally, businesses will need to provide a consistent experience across multiple channels, with full integration so that all interactions, including paper-based ones, are recorded and visible. In a recent survey of customer service bugbears by Inisoft, 58% of respondents complained that they had to keep making the same point to different people.

In the following pages, we look at how modern solutions can be used to help businesses implement and overcome the practical difficulties and complexity of sending and receiving multi-channel customer communications.

1 Consumer Action Monitor 2017, Ombudsman Services. www.ombudsman-services.org

## Output management

**While a digital-only policy might work for some, most business will still need to send hard copy documents to customers who prefer to receive transactional mail in printed form. They might also want to continue to send marketing material through the post.**

The challenge businesses face is how to maximise the effectiveness of physical mail, while minimising the time and cost of production.

Mailing equipment like folder-inserters and franking machines that automate time-consuming processes are a big help, so too is output management software that enables organisations to control all aspects of mail preparation and distribution, including document design, printing, addressing, insertion and pre-sorting.

Neopost's OMS, which works in conjunction with folder-inserters to automate the production of multi-piece mailings, which offers multi-channel distribution by mail, email, web portal and SMS (see next chapter), offer a number of important benefits. These include:

**Mailing accuracy.** Machine-readable barcodes and optical marks applied to documents when they are printed ensure that folder-inserters automatically place the right insert for the right recipient in the right envelope.
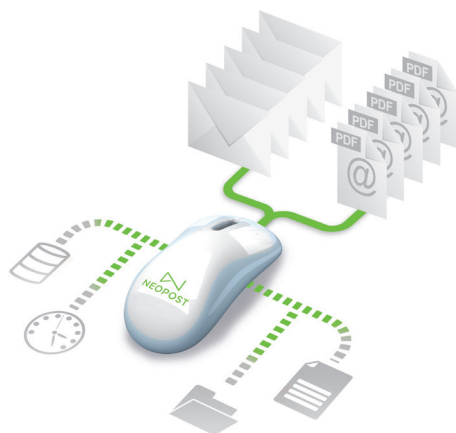
**Time savings.** OMS software minimises manual sorting by batch printing and automatically grouping documents by envelope size, postage type or postcode. Further time savings come from the automatic production of postal reports and the ability to split a print job across multiple printers for faster completion.

**Lower costs.** Pre-sorting of mail enables businesses to maximise Royal Mail discounts, while the ability to combine multiple letters to an individual in one envelope saves on postage. The creation of electronic forms that can be printed on-demand removes the need for wasteful pre-

printed forms. In addition, OMS-500 software gives organisations with branch offices the ability to centralise mail production, eliminating the need for mailing equipment in other sites.

**Personalisation.** Variable data printing lets you personalise document content (e.g. greetings) for each recipient, while optical marks and barcodes that are added to documents as they are printed enable a folder-inserter with multiple feed trays to vary the offers, promotions and other material included with each letter.

**Consistent corporate identity.** The ability to create templates for different document types lets you present a consistent corporate image and apply rules such as double-sided printing.

**Mail substitution.** OMS software lets you automate the distribution of communications via multiple channels, including email, and make the transition from printed to digital communications seamlessly and at your own pace (see next chapter).

**Visibility & control.** Integrated archiving provides a consolidated view of all communications, whether distributed electronically or posted. Employees can see at a glance when and how something was sent, without having to switch between applications.

**Easy Compliance.** OMS software makes it easier to comply with relevant rules and regulations, from the pre-sorting of mail to maximise Royal Mail discounts to the archiving of invoices to HMRC standards.

## Addressing software

Another great time- and money-saver is software that cleans contact lists to ensure that addresses are complete and comply with Royal Mail Postal Address Files (PAF) formatting. Royal Mail estimates that poor customer contact data with a lot of duplication and non-deliverables could be costing UK organisations as much as 6% of their annual revenue[2], while figures from the Information Commissioner's Office (ICO)[3] suggest that sending sensitive data to the wrong recipient is one of the top three causes of data security breaches. Using Neopost software to maintain clean address lists is essential for any mail user.

## Direct Mail

In a recent Royal Mail study, *Smart Marketing for Small Businesses*, almost half (46%) of SMEs surveyed said they use direct mail for marketing purposes. Of them, three quarters believe it delivers a good return on investment.

**46%**

2 Royal Mail Data Services, *The Six Per Cent Solution = How Better Customer Data Drives Marketing Performance and Business Growth.* www.royalmail.com/corporate
3 Information Commissioner's Office, *Data security incident trends by sector and type 2016/17,* www.ico.org.uk

# SOLUTIONS – SEND

## E-invoicing

**E-invoicing removes the inefficiencies and delays of printed invoices and gives you visibility and control over accounts receivable.**

Using software to manage the transition from postal to digital document distribution will help cut print and postage costs. In certain applications, the benefits extend much further than that – like e-billing or e-invoicing.

Organisations often introduce electronic invoicing at the behest of suppliers who wish to implement completely paperless accounts receivable and payment processes. Others take the initiative themselves. Whatever the motivation, e-invoicing is one of the most widely implemented digitisation projects.

AIIM's annual survey of paper use in the workplace, *Paper-Free in 2016, Are we there yet?*, shows that after Human Resources the two functions most likely to have seen a reduction in paper use are Accounts Payable (41%) and Accounts Receivable (39%). PayStream Advisors predicts that by 2024, 96% of B2B invoices in Europe will be sent electronically, up from 24% in 2014 and 6% in 2004[4].

**% B2B Invoices sent electronically**

| Year | Value |
|------|-------|
| 2004 | 6% |
| 2014 | 24% |
| 2024 | *(projected)* 96% |
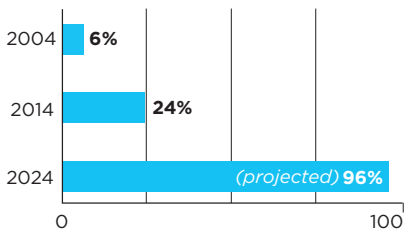
While it is possible to design and deliver invoices electronically using an output management solution like OMS, a dedicated invoicing solution will offer more functionality, including integration with existing accounts packages and payment systems and support for file formats used by third party EDI e-invoicing providers.

There are a number of different e-invoicing implementation models. Scalable cloud-based solutions are an attractive option for small and medium-sized businesses.

### Neopost E-invoicing Solutions

Sitting between suppliers and buyers, these simplify e-invoicing deployments and facilitate the seamless two-way flow of information between disparate invoicing and payment systems, with no need for configuration or system changes. Invoices can be distributed by mail, EDI and every format in between including fax, PDF, email and XML feeds.

Native data is moved from an existing accounts package into pre-built templates that can match a company's existing design. These can be distributed by email (as an attachment or with a link to a portal), fax, post and FTP, with multiple recipient addresses and the automatic printing and

posting of invoices after three failed email delivery attempts.

A web-based portal, configured and branded to each client's specification, lets users monitor deliveries and gives access to a document archive with easy document search, retrieval and re-sending. Documents are stored online for a minimum of 12 months, with the option to extend storage indefinitely to meet auditing and VAT archive requirements.

The portal offers many other features including reporting; audit trail and proof of delivery; document analytics; customer account tools; and online statement views.

4 *2014 Global eInvoicing Report,* PayStream Advisors Inc. 2014

## E-invoicing benefits for AR

**1 Faster payment.** Avoiding the need to print and post invoices or wait for your customer to process hard copies can cut as many as five days from the invoicing process.

**2 Peace of mind.** Once a paper bill leaves your company postroom, you have no way of knowing whether it has been received or not. E-billing systems show when an email has been received and opened providing certainty and reassurance.

**3 Cost savings.** E-invoicing removes printing, postage and filing costs and reduces manpower requirements through the automation of labour-intensive processes.

**4 Improved productivity.** By removing the need for manual data entry, e-invoicing significantly improves productivity and frees up time that can be devoted to other tasks.

**5 Data accuracy.** Automation eliminates the errors associated with manual data entry, reducing the risk – and cost – of disputes.

**6 Digital Records.** E-invoicing systems keep a digital record of all invoices and supporting documents.

# SOLUTIONS – RECEIVE

## Scanning of inbound communications & document management.

**The combination of scanning and an electronic document management system helps streamline paper-based processes**

The paperless office is still a distant prospect for all but a small minority of organisations. Even those with a relatively well advanced digitisation strategy will find it hard to eradicate paper entirely.

Not least because suppliers and customers might present letters, contracts, bills, statements etc. in paper form. In AIIM's report *Paper-Free in 2016, Are we there yet?*, only half of respondents said they have seen a decrease in the amount of paper received by their organisations.

Businesses are paying a high price for their continued use of paper – and not just in financial terms. Paper makes it harder to find and share information; it slows down decision-making; it creates silos of digital and printed data; it introduces the risk of errors through manual processing; it has a high carbon footprint; it takes up a lot of room; it creates an untidy working environment; it costs a lot to buy, print, store and archive; and it wastes employees' time.

Research by Adobe[5] shows that European professionals spend 6.8 hours or one day a week on outdated, often paper-related tasks, such as filling out forms, printing documents and chasing people for signatures. Almost

half of employees blamed inefficient technology for these problems.

### No barrier
That said, receiving documents in hard copy need not be a barrier to paperless working. Scanning documents and routing and filing them electronically removes the problem of paper handling and brings additional benefits including:

■ **Faster mail distribution.** Scanned images can be distributed electronically to recipients' inboxes in a fraction of the time it would take to deliver them by hand;

■ **Easier sharing.** Scanned images can be shared with multiple recipients at the press of a button – no more circulation lists for paper files;

■ **Quicker retrieval.** Digital files can be found and retrieved more quickly than hard copies kept in a filing cabinet, which may not even be present if they have been taken out by a colleague;

■ **Information for all.** Storing scans in an enterprise content management system gives everyone who needs it access to information and helps overcome the damaging effects of knowledge silos on decision-making and productivity;

■ **A unified view.** Scanned images can be stored with PC-generated files, enabling users to view all documents

relating to a customer or project in one place;

■ **Improved customer service.** The ability to view all documents in one place enables agents to respond to customer queries instantly and minimises the need for call-backs;

■ **Secure record-keeping.** Paper files can be lost, left in taxis, misfiled and stolen, all of which can create gaps in a company's records;

■ **Access control.** Organisations can secure and monitor access to digital files through access restrictions and audit trails, helping to meet compliance requirements;

■ **Accurate data input.** Information can be extracted from scanned documents and used in other processes such as e-invoicing. This speeds up workflows and eliminates inputting errors and inaccuracies associated with manual processing;

■ **Cost-savings.** Scanning, storing and sharing documents digitally eliminates/reduces the cost of copying and hard copy storage;

■ **A paper-free working environment.** Cutting the amount of paper circulating around a business creates a neater, more productive working environment and reduces the need to store live files on-site.

With a heritage in mailroom automation, Neopost is well placed to help businesses implement a digital mailroom strategy for scanning documents as they enter an organisation. The combination of scanners and envelope openers that automatically open envelopes and extract the contents prior to scanning make this process as seamless and efficient as possible.

5 Adobe, Document Drain: How Back-Office Processes are Shredding Productivity, 2016 www.adobe.com

# SOLUTIONS – RECEIVE

## Information capture & Business Process Optimisation

**Taking advantage of automatic data capture software to automate business workflows including accounts payable**

Scanning and electronic document management give you a platform on which to achieve even greater savings and efficiency gains by automating the processing of correspondence, statements, bills, forms, applications and other in-bound customer communications, as well as employee-generated paper such as expenses receipts.

The combination of optical character recognition (OCR) and intelligent data capture software significantly reduces the amount of manual processing required, saving time, reducing manpower requirements (and therefore costs) and aiding compliance through audit trails, visibility of transactions and improved accuracy.

It does this by recognising the type of document scanned and key identifiers, such as a customer name or account number, and automatically routing the scanned image to a department or individual for further processing.

More sophisticated solutions automate even this stage, automatically extracting relevant data and incorporating details into an existing workflow. The intervention of a case worker is only needed to handle exceptions when the software can't find and/or read the information required.

### E-invoicing benefits for AP

One of the most popular workflows to digitise is Accounts Payable. Many businesses already encourage clients to submit invoices digitally so that relevant details can be automatically extracted and entered into an accounts/payment system. Scanning and data extraction software ensure that invoices received in hard copy can be incorporated into the same workflow.

Automating the entire process from data entry, PO matching and validation to authorisation, payment and filing removes the inefficiencies of handling paper and allows invoices to be processed more quickly. This will allow organisations to:

■ pay their bills sooner, helping to avoid late payment fines and enabling them to qualify for prompt payment discounts;

■ gain greater visibility of out-goings, which is essential for managing cashflow and the balance sheet;

■ raise staff productivity – studies by Lexmark[6] show that automation increases the number of invoices one person can process daily from 80-120 to 300-500;

■ eliminate errors – 45% of businesses surveyed by Neopost/Opinionway said their existing invoice processes were prone to human error; and

■ clear up disputes more quickly, through electronic filing, audit trails and on-screen access to all documents.

## Advice and support

The benefits of optimising business processes in this way are well understood and achieving them has become a priority for businesses of all sizes. In a survey for Xerox's 2017 *Office Productivity Trends to Improve the Bottom Line* report, more than 80% of SMEs in the UK, US, France and Germany said that within the next year they hope to eliminate paper from HR, invoicing, financial reporting and other time-consuming business processes.

In practice, organisations encounter all sorts of problems in making these changes, including inadequate management support, vested interests, inertia and lack of knowledge. It is significant that only 28% of the SMEs surveyed by Xerox described their implementation plans as well advanced.

Drawing on our heritage in mail processing and the expertise of specialist document management subsidiary Data Capture Solutions (DCS), Neopost can help customers overcome these obstacles and implement automated digital workflows for key business activities so that even when documents are received in paper form they can be processed and managed digitally.

6 Lexmark, The Art of Numbers, 2015



### The Problem with Paper

A 2014 study by Neopost and Opinionway highlights widespread dissatisfaction with existing invoice processes. The main complaints are symptomatic of any paper-based process and include:

■ Time wasted on repetitive tasks (cited by 47%)
■ The risk of human error (45%)
■ Time spent gathering information from different systems (40%)
■ The need to re-enter data several times in a process (37%)
■ The difficulty of finding and retrieving communications across multiple channels (34%)
■ The difficulty of tracking all communications with a client across all channels (33%)
■ Lack of visibility and traceability on what was sent to whom and when (26%)
■ Lack of control over the security and storage of documents (25%)

# SOLUTIONS – CONNECT

## Customer Communications Management

### How to gain visibility and control of outbound communications across multiple channels

Just as a business must have the ability to process inbound communications whether received in hard copy or electronic form, so they must they be able to distribute outbound communications via multiple channels, including mail, email, web portal, fax and SMS.

Few organisations can afford to ride roughshod over the desires of their customers (business or consumer). It might be in the sender's interests to distribute everything through digital channels, but many people still like to receive certain communications through the post. They may also have strong feelings about which digital channel should be used and when.

Providing a choice of communication method will help keep customers happy and still enable you to reduce paper consumption and mailing costs, albeit more gradually. That said, a multi-channel approach does present a number of complications.



### Key challenges

**How do you keep track of how people like to be contacted?** People's preferences can vary depending on a number of factors, from message content to the time of day.

**How do you ensure messaging integrity through auditing and control?** If everyone is using multiple channels, how do you keep control of your messaging activities to avoid duplication and to ensure that you have a record of who has been sent what, by whom and when?

**How do you provide a single view of all communications sent through every channel?** If you are using multiple channels, how do you provide a single view of all communications so that you can respond to queries or complaints more quickly?

**How do you present a consistent corporate image across the different channels?** The formatting requirements of different channels (and the devices messages are read on) can make it hard to maintain a consistent corporate identity across printed and digital communications. Consistent presentation is not purely for the benefit of the brand. A familiar lay-out gives customers confidence in who they are dealing with – especially important with electronic

communications. It can also improve the processing of in-bound forms, for example by enabling data capture software to find relevant information more quickly.

## Automation and control

Achieving a high degree of integration between different channels is impossible without the aid of software. Neopost offers two award-winning multi-channel solutions that address the issue from two different perspectives – document distribution and customer engagement.

**OMS.** This web-based solution is a good starting point for businesses making the transition from printed to digital document distribution. It provides everything you would expect from an output management solution, including document design, templates and personalisation; integration with intelligent folder-inserters, ensuring that the right documents are sent to the right people and that confidential customer data is protected; the pre-sorting of mail to maximise Royal Mail discounts; and archiving. Importantly, it also enables organisations to meet customers' preferences, by supporting distribution via mail, email, web portal or SMS.

**GMC Inspire.** An industry-leading customer communications management (CCM) solution, GMC Inspire also offers document distribution via the customer's choice of channel, including print, mobile, email and web. However, it has a much greater focus on the customer experience especially for processes that might involve multiple 'touch points' across paper, web and tablet/smartphone, and is therefore a vital tool for marketing and design departments. One of its big benefits is a set of unified design tools that marketing professionals can use to create, edit and manage 'dynamic' designs that adjust to the requirements of print, web and mobile channels. The ability to present a consistent document design across all channels is why GMC refers to its software as 'omni-channel' or channel agnostic rather than merely 'multi-channel'.
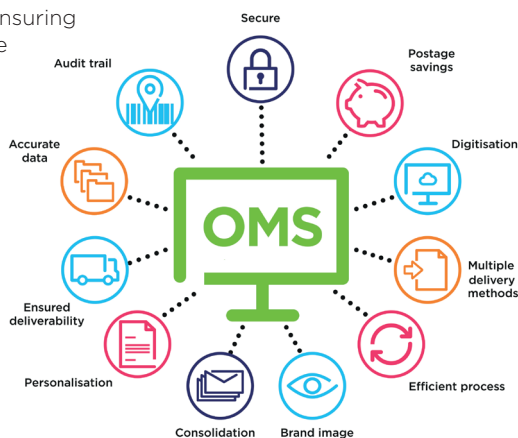
# Problem Solver

## Finance Directors

Challenge/ Solution/ NEOPOST

**After every mailing, we receive a large volume of returned mail due to out of date or inaccurate addresses/**
Use addressing software to clean and de-duplicate contacts lists and ensure that addresses are taken down correctly in the first place./
**Data Improver, Capture**

**We regularly take on temporary staff to remove bottlenecks in mail processing at peak periods or for big campaigns/**
Install or upgrade mailroom equipment like letter openers, folder-inserters and franking machines. This will speed up mail processing and reduce temporary and even permanent manpower requirements./
**Folder-inserters, letter openers, franking machines**

**Business is good but cashflow management is a problem and we often struggle to pay our bills on time/**
E-invoicing systems help you invoice more quickly and get paid faster – simply not printing and posting saves days. Greater visibility of incomings and outgoings lets you manage cashflow better and prioritise payments to valued suppliers./
**DCS, Neopost e-invoicing**

**Accounts staff spend much of their time chasing late payers and dealing with disputed invoices/**
Delinquent customers have much less wriggle room if an e-invoicing system is used. The best systems show when an invoice has been received and will automatically re-send by other channels if delivery is at first unsuccessful./
**Neopost e-invoicing**
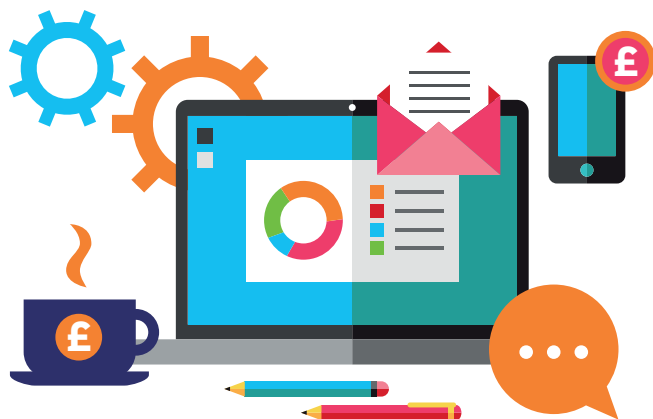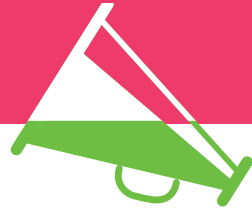
# Marketing Directors

**Challenge**/ Solution/ **NEOPOST**

**I want to improve the effectiveness of our direct marketing**/
Output management software lets you improve response rates by personalising messaging content and varying envelope insertions in line with each customer's interests and purchasing history./
**OMS, GMC Inspire**

**It can be difficult to maintain a consistent corporate identity across different communication channels**/
Design tools in omni-channel customer contact management solutions let you design documents that work across print, web and mobile channels, automatically adjusting formatting to suit the reader's choice of device./
**GMC Inspire**

**Customers have complained about slow responses to queries and having to repeat the same thing to different people**/
Make it easier for staff to answer customer queries without the need for call-backs or transfers to other agents by keeping records of all customer interactions, whether PC-generated or print-based, in one place./
**DCS**

**Sales agents waste time taking down callers' addresses and even then often get the details wrong**/
Address validation at point of capture speeds up data entry by offering suggestions based on details already entered and ensures addresses comply with Royal Mail Postal Address File (PAF) formatting.
**Capture**

**We are not reacting quickly enough to new sales opportunities as it takes too long to prepare the necessary marketing material**/
Using a multi-channel, single design customer communication management (CCM) system to create, preview, proof and sign-off communications can cut development times by 80%. The best systems give sales and marketing staff and other employees the ability to create, edit and manage content via an online web editor and preview dynamic content so that they can see what their designs look like across all channels./
**GMC Inspire**

# Problem Solver

## IT Directors

**Challenge/** Solution/ NEOPOST

**I want to digitise paper-based processes, but don't have the funds to finance large upfront costs/**
Many of Neopost's solutions are cloud-based and available on a pay per use basis. This removes the need for capital investment, maintenance and upgrades, reducing in-house IT requirements and providing greater visibility of costs./
**OMS, GMC Inspire, Neopost e-invoicing, Capture**

**We have a number of branch offices and have to install mailing equipment in each one. This has a significant financial and management overhead/**
Use output management software to centralise mail production on one site./
**OMS**

**We have a small in-house IT department and I am concerned that the introduction of new customer communications solutions will stretch our existing resources/**
From easy to use web interfaces to seamless integration with existing CRM and ERP systems, Neopost solutions are designed to be operated by non-specialist users and without the need for IT support. However, should you need it, expert advice is available from Neopost consultants and engineers, on-site, over the phone and online.

**My organisation wants to introduce a multi-channel communication system, but I am worried about the impact this will have on our existing IT infrastructure/**
OMS is designed to be integrated into existing IT environments, including ERP and CRM systems./
**OMS**

**In the past, a number of suppliers asked us to integrate with their e-invoicing systems. This involved different log-ins for each company and a lot of time-consuming integration. How is Neopost e-invoicing different?/**
Instead of having to do this yourself, Neopost does it for you. Our cloud-based e-invoicing network sits between suppliers and buyers and enables a seamless two-way flow of information between parties. Invoice data is automatically converted into each company's preferred format (e.g. ebXML, OASIS UBL2.x, UBL North European Subset, EN/CEFACT, PDF/A-3 CEN/PC434))./
**Neopost e-invoicing**

## Compliance Directors

**Challenge/** Solution/ **NEOPOST**

**With multi-piece mailings, how can I ensure that confidential material is sent to the right person and not put into the wrong envelope?**
Output management software controls insertions ensuring that the right documents are included in the right envelope. For added security when inserting at high speed, Neopost's Automated Inserter Management System (AIMS) will shut down a folder-inserter and send out an alert if an error is detected./
**OMS, AIMS**

**We have no easily accessible record of inbound and outbound communications, exposing ourselves to risk in the event of a customer complaint./**
An electronic document management system can store all inbound communications, whether received by web, email, social media or through the mail, as well as an organisation's own documents, providing quick and easy retrieval and full audit trails./
**DCS**

**If we give employees the ability to react more quickly to business opportunities by generating their own sales and marketing material, how can we ensure that they continue to comply with corporate guidelines?/**
Customer communications systems like GMC Inspire automatically route documents created by employees through an approvals process before distribution, enabling outbound communications to be tracked, managed and approved from a compliance perspective./
**GMC Inspire**

**Added Benefits of Compliance**

- **Fine Avoidance**
  - **Faster Customer Response**
- **Cost Savings**
- **Business Insight**
- **Improved Customer Satisfaction**
- **Productivity/ Efficiency Gains**
- **Brand Identity**

# Why Neopost

**Neopost has been a leading provider of mailing solutions for more than 90 years. Our longevity is testament to our ability to adapt to changing customer requirements. In recent years, these have been dominated by digitisation and the replacement of paper-based processes with digital workflows.**

We have responded to these developments by expanding our product portfolio to include document management and multi-channel communications solutions, while continuing to develop our core mail processing portfolio. The combination (and integration) of the old and the new makes us the ideal partner for customers as they seek to streamline document processes without alienating customers with more traditional preferences.

**Expert Account Managers.** Because each business has its own challenges, Neopost prefers a consultative approach. Local account managers take time to understand each customer's communication processes so that Neopost can design an integrated solution for current and future needs.

**Diversified product offering.**
Neopost's product offering covers the whole document journey from design to delivery (in digital or printed form) and archiving. The breadth of our range allows us to be technology- and channel-agnostic and specify the best solution for each customer's needs.

**Managed digital transformation.**
Neopost is able to advise and help customers make the transition from paper-based to digital document processes, where necessary drawing on the expertise of our specialist electronic document management and customer communications management (CCM) businesses, DCS and GMC. Because our solutions support multiple communication channels, organisations can migrate

customers to paperless channels at a pace that suits all parties.

**Fully integrated workflows.** Most processes still involve a combination of printed and digital information. With our heritage in mail processing, we can design fully integrated workflows that bring together both worlds, for example by linking envelope opening and extraction with document scanning in a single 'digital mailroom' process.

**Easy implementation.** Neopost customers don't need sophisticated in-house resources to make use of

Neopost solutions. Many of our digital solutions for output management, e-invoicing, billing, CRM, project management and document management etc. are web-based, fully scalable and priced on a per use basis.

**Outstanding Support.** More than 80 highly trained service engineers provide support, installation, training and maintenance nationwide, including a next day replacement service. Our UK contact centre has a first call resolution rate of 85%, and we provide a number of self-service solutions including our chatbot Nina and the MyNeopost account management portal.

**Public Sector Expertise.** Neopost has been included on public sector framework agreements for more than 15 years, helping public sector organisations with cost reduction and digital transformation initiatives.

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### NEOPOST SOLUTIONS

#### Output Management
**OMS** – personalise mailings and control insertions by folder-inserters. Maintain security of customer data by ensuring the right content is sent to the right recipient. Personalise documents, deliver them by mail, email, web portal and/or SMS, and archive online.
**AIMS** – monitor and control production mailings, with alerts and folder-inserter shut-down when an error occurs.

#### Multi-channel Communications
**Inspire GMC** – design, proof and authenticate multi-channel communications for mail, email, SMS, social media and web. Improve customer response levels by automatically adjusting lay-out to suit different screen formats.

#### Document Management
**Data Capture Solutions** – digitise document storage and business workflows through electronic content management and business process optimisation and achieve a 25% increase in productivity, a 30% reduction in cycle times and a 50% reduction in costs.

#### Address Management
**Data Improver** – clean address lists to prevent duplication and minimise undeliverables.
**Capture** – capture addresses over the phone quickly and accurately.

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**To request a free audit of your customer communications processes, please call or visit www.neopost.co.uk/intguide**

# The Neopost Guide
# to Intergrated Customer Communications

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