



you create, we print, we post

Case Study: Switch Media

iMail offers consistently high levels of service, ease of use and value for money. We have already expanded the mail solution to include the Republic of Ireland and are exploring the feasibility of sending mail to other countries in mainland Europe.

Proprietor, Switch Media

Introduction

Switch Media is a well-established Internet Service Provider with offices in the UK and Ireland. The company offers a range of business solutions including domain name packages, shared and dedicated web hosting, online UK company formations and web design and development.

The Challenge

Switch Media has built up a hosting customer base in excess of 15,000 and is highly active in the creative sector, with many high-profile clients. The company sends high volumes of both transactional and promotional mail to existing and potential customers. For that reason, it decided to look for a solution that could automate some of the back office mailroom processes. Switch Media selected iMail, having previously tried out alternative hybrid mail solutions to

send invoices and mailshots. The company had become a strong advocate of hybrid mail, but realised that iMail offered considerable benefits in terms of cost, flexibility and quality of service.

The Solution

As an electronic-to-physical mail solution, iMail allows Switch Media to issue mailings via a user-friendly application programming interface (API). With iMail integrated with back office IT systems, mail data can be sent electronically without any manual user intervention. The lightweight API has proven to be superior to previous hybrid mail solutions, which required high levels of processing and caused unnecessary backlogs. Switch Media uses iMail's full-colour, two-day letter service to send 150 invoices a day, with regular promotional mailshots of 15,000 items to businesses across

Key facts:

- Sector: Media & IT Services
- Mailing Frequency: Weekly
- Mailing Type: Marketing & Transactional Mail
- Mail Benefit: 12% increase in sales
- Saving: Operational costs cut by 33%





the UK. Since using imail, the company has also introduced mailing to the Republic of Ireland, with around 250 items sent on a daily basis.

Benefits

Following the move from a traditional mail operation, Switch Media achieved an initial cost saving of 28 per cent, which has since increased to 36 per cent. In addition, it has been possible to close the in-house mailroom, freeing up both office space and staff time and removing the need for printing and franking equipment, stationery and consumables.

Switch Media has recruited a dedicated salesperson to make the most of new business opportunities resulting from imail's efficiency in executing direct mail campaigns. This approach has enabled the company to increase related sales by an impressive 12 per cent.

Summary

This forward-looking ISP has increased direct mail-related sales by 12 per cent, while cutting mail operation costs by a third, by integrating imail into its back office systems.

About imail

imail was launched in 2008 by UK Mail as the only alternative to the first class postal service. It enables users to send letters and postcards with just a click of the mouse from as late as 3pm for next-day delivery, or 6pm for two-day delivery. The mail documents are sent electronically to the UK Mail sorting centre closest to the destination, where they are printed, enveloped and sorted for onward delivery.

imail is ideal for all sizes of business, from SMEs to large corporations, offering a dynamic desktop-to-delivery service at a keystroke that provides a host of cost, time and environmental benefits.

“
We are making substantial savings compared to our previous processes, whilst operating a mail solution with high levels of flexibility, simplicity and responsiveness
”



UKMail
express parcels & mail

imailenquiries@ukmail.com www.imail.co.uk 0845 123 1234