

Telegraph Media Group

Industry Sector | Media



telegraphmediagroup For Telegraph Media Group (TMG), experts in news and communication, the timely delivery of information is pivotal to their organisational success. When the company's incumbent provider for mailroom services failed to deliver the promised cost savings and innovation across the life of its contract, TMG decided it was time to reassess their options. Following a highly competitive tender process, Swiss Post Solutions (SPS) was selected as the specialist partner to support TMG's evolving mailroom requirements. Two years into the contract, SPS has already demonstrated an innovative approach towards enhancing service levels, cutting costs, improving efficiency and freeing up TMG to refocus on what they do best.

Telegraph Media Group (TMG) is one of the biggest print and online publishers in the UK, producing The Daily Telegraph, The Sunday Telegraph and Telegraph.co.uk. The Daily Telegraph has an average readership of more than 1.8 million, and is also Britain's bestselling quality daily newspaper. Its sister title, The Sunday Telegraph, is read by over 1.6 million people, and Telegraph.co.uk is one of the UK's fastest growing quality newspaper websites.

Bringing in the experts to stay ahead of the game

As a continually evolving media organisation, the efficient and dynamic movement of information and communications around TMG is paramount to the business running smoothly and staying ahead of its competitors. When TMG decided to put its internal mailroom and associated mail services out to tender for the second time, it was already clear from the outset that there were considerable efficiency gains to be made. SPS was able to demonstrate how these efficiencies could be achieved through the immediate and continuous optimisation of the organisation's processes and, as a result were successful in securing the five-year contract to provide mail, courier, portering, courier management, and newspaper delivery services to TMG at its head office in Buckingham Palace Road, London.

Lorrie Dannecker, Services Director for TMG, said: *"We had recognised that we could be doing things better and faster, whilst at the same time reducing our costs, but a partnership with SPS offered us the chance to actually achieve this. Mail and document management may be vital to our business, but is not a core expertise of our business. We were looking for a specialist partner who could benchmark our practices, and deliver us a bespoke, innovative and measurable solution that supported – to an even greater extent – our primary business."*



a Swiss Post company

The innovation and expertise offered by SPS in streamlining and continually looking for ways to optimise processes, whilst driving down costs has been recognised by many of its clients and is highly praised by TMG as an important premise of this successful partnership.

Lorrie Dannecker adds: *"TMG will continue to evolve, in order to meet the changing ways in which our audience wishes to receive world news and information. SPS has proven its flexibility and a mutual desire for growth and development which make it uniquely placed to offer our staff a dynamic and highly attractive service."*

Professionalism and reliability

SPS has 12 staff providing a broad range of mail services for TMG, including; mail sorting, deliveries, as well as collections and franking - both for TMG itself and for the other tenants who occupy its building in Buckingham Palace Road.

Newspaper and periodical delivery, internal mail processing, delivery of photocopier paper, and an inter-site delivery service are also provided. SPS has also assumed responsibility for managing the delivery of the high volume of reference material delivered daily to all Telegraph departments.

iTrak, a real-time, auditable track and trace system for incoming and outgoing items within TMG, including packages, couriers, stationery and archiving has also been successfully implemented by SPS.

The savings have only just begun...

As part of the contracted courier management service, SPS operates a courier desk at TMG's headquarters from where it coordinates both domestic and international couriers, and ensures the correct handling and return of high value fashion collections for future features for the Telegraph's fashion and magazine departments, Stella and The Sunday Telegraph Magazine. By removing the need for third party courier involvement and centralising courier requirements, SPS has delivered five figure savings to TMG over the first two years.

Lorrie Dannecker, TMG's Services Director, said: *"The professionalism of the whole SPS team together with their knowledge and experience of working with other media clients convinced us from the start that they would be able to deliver tangible benefits to our mailroom and courier function - and that they certainly have done."*

As an ethically responsible company, we were also influenced by the company's commitment to, and investment in its own staff through training and personal development."

Jonathan King, CEO of SPS in the UK, is proud that SPS have created yet another successful partnership as an outsourcer for a major British company. He said: *"We are delighted to be working with Telegraph Media Group, streamlining and optimising their mailroom and courier functions. Our role is to provide the highest standards of expert mailroom and courier management services, enabling TMG to remain focussed on its core business as a world-renowned publisher of news and quality content."*



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