



**BRIDGING  
THE GAP**  
WITH DIGITAL MAIL  
MANAGEMENT

# MAIL MATTERS BUT CHANNELS ARE CHANGING

Physical or digital, it's a vital communication channel. Handling both channels creates complexity and cost. We can help you bridge the digital gap and improve the performance of both.

Although digital continues to grow and physical mail volumes are decreasing, most businesses will need to support both physical and digital operations as long as vital information enters the business that way. So for today's businesses, managing multiple communications channels is a necessity and a challenge. Swiss Post Solutions (SPS) bridges the digital gap managing mail whatever the channel including complex hybrid environments. We help organisations optimise their traditional mailroom, migrate to Digital Mail and Paperless Office to integrate communications across channels and across the organisation.

## TOWARDS A DIGITAL FUTURE

Mailroom performance must track business needs and client expectations, with a clear pathway to digital.



### STANDARD

- Inconsistent processes
- Duplication
- Simplistic/excessive SLA's
- Multiple suppliers
- Poor training/promotion prospects
- High and fixed costs
- Standard postage rates paid
- Little or no management information

### BUSINESS IMPACT

- Slow processes
- Slow response times
- Increased risk
- Cost inefficiency



### OPTIMISED

- Standardised relevant processes
- Suitable location strategy
- SLA's aligned to business goals
- Trained and motivated staff
- Single point of ownership
- Postal discounts
- Detailed management information

### BUSINESS IMPACT

- Improved cost efficiency
- Consistency of service
- Better user experience
- Lower management burden
- Flexible service



Though the use of paper is declining, studies show that there is still a significant amount of correspondence conducted via paper. However, paper volume will continue to decline and a larger proportion will originate in digital format and remain in digital format throughout its life cycle.

– IDC, Next-Generation Digital Mailroom



### DIGITISED

- Faster delivery
- Visibility across processes
- Digital archive
- Audit trail
- Reduced mail handling costs
- Reduced archiving costs
- Digital outbound option



### INTEGRATED

- Single omni-channel platform
- 360° visibility by customer
- Optimal access to information
- Direct access to workflows
- Transactional pricing

### BUSINESS IMPACT

- Faster processes
- Faster response times
- Instant 24/7 access to information
- Improved collaboration
- Improved compliance
- Cost savings in business processes

### BUSINESS IMPACT

- Optimal agility
- Eliminates silos
- Platform for automation, artificial intelligence and robotic process optimisation
- End to end process
- Improved compliance

# OPTIMISE

## IS YOUR TRADITIONAL MAILROOM KEEPING PACE WITH YOUR BUSINESS?

The importance of handling mail efficiently has become even more important now it's set against expectations of instant access to information and fast response times. A 21st century multi-channel business needs a physical mailroom that handles both incoming and outgoing mail in a way that supports business goals like higher customer satisfaction ratings, not just simple SLAs. If the mailroom doesn't evolve, it could be a weak link.

### Optimise your Mailroom

The mailroom plays a core role, but it's not your core business. Expert management takes away the operational responsibility, so you can focus on the content.

Mailroom Management from SPS deploys people, processes and technology in the most effective way to optimise performance. Because we operate the industry's largest mailroom database we can benchmark against similar operations and make sure that your mailroom performs to the very best standard in the market.

There's a choice of delivery options and a flexible approach supported by the

experience and expertise that comes from over 90 years managing mailrooms for some of the world's most demanding organisations.

What's more important in today's environment, is that we understand document processes and the role that mail plays in them. That means we see managing mail as more than simply a logistical task and while we are confident that we can save you money, it won't be at the cost of performance.



Swiss Post Solutions operates over 500 mailrooms worldwide and handles around 120 million items of mail for clients each year.



«We value Swiss Post Solutions as a reliable partner and provider of high quality solutions who delivers full-service document logistics tailored to our needs. This enables us to focus on our core business.»

Director, Swiss Bank

# MAILROOM OPTIMISATION SERVICES

## MANAGE MAIL PRESSURE POINTS

We use our expertise to deliver optimised mail services alongside a lower total cost of ownership. We can deliver immediate cost savings and have a demonstrable track-record of significant ongoing cost optimisation and return-on-investment (ROI). We apply our expertise across all aspects of the service; re-engineering processes, centralisation and consolidation of services, effective site management with a “right first time approach”, cross training of staff to build in resilience, clearly defined SLA’s and internal marketing to encourage use of central facilities.

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### On-Site Mail Management

- Fully managed service covering inbound and outbound
- Best in class processes and clearly defined SLA’s
- Third party management
- Detailed reporting and service benchmarking

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### Postal Tariff Management

- Monitoring postal costs
- Sourcing best value mail tariffs
- Advising on best practise to manage down postal costs

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### Secure Mail Screening

- Options range from on-site x-ray to specialist screening
- Access to SPS expertise on mail security and business continuity

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### Off-Site Mail Management

- Resilience and flexibility of shared service environment
- Secure and segmented processing
- Screening to reduce risk and in-built disaster recovery
- Transactional pricing

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### Courier Management

- Centralised request management
- Web enabled booking and tracking
- Detailed reporting to provide visibility of spend

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### Personal Delivery Management

- Identification of activity and impacts (cost and productivity)
- Advice on cost effective management
- Implementation of client policy

# CASE STUDY

## MAILROOM CLIENT STORY

Global Corporate and Investment Bank

### Challenge:

- Finding a single, reliable service provider to take over entire mailroom operations worldwide
- Minimise costs and streamline operations

### Solution:

- Mailroom Management: handling of all inbound and outbound mail
- Courier, express and parcel post
- X-ray security checks, processing of incoming cheques and parcels/ letters containing valuables
- In-house mail delivery

### Benefits:

- Cost savings
- Reduced supplier management burden
- Improved compliance – appropriate handling of sensitive and confidential mail and parcel post
- Consistency across locations

### Finding Savings in the Mailroom



- We can typically reduce mailroom management costs by 30% and equipment costs by up to 50%
- Moving services to an SPS off-site Mail Centre typically reduces mailroom management costs by 40% and reduces the space needed on site by 70%
- Postal Tariff Management saved a UK Healthcare Trust one million pounds on postage in just three years.

# **DIGITISE**

## MAKING THE MOVE TO DIGITAL

In a digital world, handling paper leads to slower processes, slower response times, higher risk, lower customer satisfaction levels and less productive staff. The challenge for businesses is to mitigate the impact of paper so that back office processes can run efficiently. Also to manage the practicalities of resourcing, prioritising and implementing a move to digital, while taking care of day to day business.

### **A Digital Doorway to your Business**

Digitising incoming mail as it enters the business means that you can support paper and other channels like e-mail and SMS, without compromising efficiency and service quality. Customers can still use their channel of choice but you have all the advantages of a digital back office. Implementing a Paperless Office is a key step towards a digital future, opening the door to automation and the benefits of Artificial Intelligence and Robotic Process Automation. Outgoing communications can still be sent as hard copy, if that's the customer's preference.

SPS provides the expertise to plan your migration to digital mail and helps you prioritise if you want to do it in stages. We use a tried and tested technology platform that is genuinely easy to implement and simple to use but robust, providing day to day visibility

of activity and a full audit trail. Our service covers the process from end to end, reducing the management overhead and removing the risk caused by gaps in ownership.

The Digital Mail Service can be delivered on site or from SPS' secure and certified Document Processing Centres (DPC's) where it is supported by full disaster recovery, minimising risk to both information and business continuity. This shared service environment provides segmentation but also the ability to flex with peaks and troughs of activity and absorb additional volumes as the shift to digital accelerates.



# DIGITAL MAIL SERVICES

## AN END TO END SOLUTION INCLUDING:

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### **Preparation and Scanning of Mail**

including the extraction and management of unsolicited mail.

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### **Automated Capture of Physical Mail and E-Mail**

providing a 360° customer view across all channels and enabling remote and mobile access to information.

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### **Classification and Indexing**

makes it quick and easy to retrieve digital documents.

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### **Digital Delivery**

via our secure SPS platform. Our digital solution replicates mail processes making it easy for users and providing the business with a full audit trail.

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### **Archive Scanning**

ensuring that historical paper documents are available, on demand, for day to day use or in case of disclosure requests.

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### **Secure Destruction and Archiving**

all carried out by or managed by SPS, following the client's policies.

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### **Workflow Integration**

provides entry level workflow capability without the cost and complexity.

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#### Delivering Value across the Business

- Digital Mail typically reduces mail handling costs by 12%
- Mail processing times are reduced by 75%
- Document management costs reduced by around 30%

# DIGITAL MAIL

## TRACK THE IMPACT ACROSS YOUR BUSINESS



### COMPLIANCE

#### **Auditability**

Documents are visible and trackable from the moment they are scanned in the mailroom

#### **Increased Agility**

Digital organisations can respond quickly to changes in legislation or regulatory requirements thanks to instant access to archived information

#### **Eliminate Process Gaps**

Scanning in the mailroom reduces the risk of documents falling into compliance gaps between departments

### COST MANAGEMENT

#### **Impressive ROI**

CapGemini research has shown 96% of respondents reported a positive ROI from process improvements after digitisation

#### **Departmental Saving**

Savings made in departmental operations can be up to 10 times the savings made in mailroom operations

#### **Flexibility**

Outsourcing offers the opportunity for transaction based pricing so costs can flex if volumes change

#### **Headcount Reduction**

Automating administration means staffing budgets can be reduced or used to support more knowledge workers

#### **Cuts Archiving Costs**

Most documents can be held in digital format only, bringing major reductions in archiving and retrieval costs

### CUSTOMER CENTRICITY

#### **Collaboration**

Digital information is much easier to share between departments and locations – a must for call centres and shared service teams

#### **Supporting Channel Choice**

Digitisation means customer communication from all channels can be combined to give a 360 degree view of operations

#### **Faster Complaint Handling**

Complaints can be handled and resolved more quickly, therefore customer satisfaction improves

#### **Faster Order Processing**

Routing applications and orders straight into workflows improves the customer experience through increased speed and accuracy

# CASE STUDY

## SWISS POST

The Swiss Postal and Logistic Service Provider outsourced its internal mail service to Swiss Post Solutions

### **Challenge:**

- The relocation of Swiss Post's headquarters to a new open plan building meant less storage space for paper
- The need to support new ways of working with access to information at any time from any location
- 550,000 queries per year (of which only 120,000 are in a structured format) which need to be processed quickly
- 1,800 digital mail system users

### **Solution:**

- The management of incoming physical mail
- Digitisation of incoming mail
- Automatic transfer of information into existing workflow systems

### **Benefits:**

70% of unstructured information now enters the business digitally.  
Further benefits were:

- Faster response times in business operations
- Supports mobile and flexible working
- Reduced paper consumption, document duplication and internal post costs
- Maximised efficiency in the business processes



# INTEGRATE

## THE NEXT STEP ON YOUR DIGITAL JOURNEY

For organisations looking to accelerate performance in business processes a fully integrated inbound communication solution will take communication management to the next level. When digitisation is integrated with business processes and applied to high profile workflow on boarding, or complaints handling, it enhances performance significantly. Businesses have full visibility across processes, can allocate tasks dynamically, monitor progress, manage escalations and ensure that promised response times are adhered to.

Digital businesses are agile businesses. They can respond quickly to regulatory changes like GDPR and they can take full advantage of new technologies like Artificial Intelligence and Robot Process Automation which handle repetitive processes quickly and accurately.

### **Optimise, Digitise or Integrate – Take the next Step**

Whatever stage you're at, SPS can help. IDC's Next-Generation Digital Mailroom study shows an inevitable progression towards digital. In the meantime, managing the hybrid environment puts a strain on resources both in terms of costs and management time. SPS provides practical solutions and strategic expertise to support organisations with mail transformation, informed by expertise in new technologies.

### **Translating Vision into Action**

Getting the implementation right is the foundation for a successful service and relationship. We work with our clients to understand their requirements and translate them into a clearly defined service with agreed outcomes and measurable KPIs. Strong processes, supported by clear communications, ensure a trouble free transition to Swiss Post Solutions.

# CHOOSING SWISS POST SOLUTIONS AS YOUR PARTNER

## Why outsource to Swiss Post Solutions?

- We are a global leader in outsourced mail, document and distribution services
- We develop and deliver intelligent and individually tailored solutions
- Our services are based on the balanced combination of 3 fundamental elements:  
People – Process – Technology
- We deliver financial value through precise process efficiency, technical innovation and 3rd party supplier optimisation
- We support our clients' core business goals by delivering key information faster, with greater precision through traditional and digital channels

## Client Outcomes

- Reduced cost of ownership
- Enhanced service levels
- Motivated and engaged staff
- Access to innovation and new technology
- Managed risk
- Secure and stable services
- Increased agility
- Increased focus on core business

## What makes Swiss Post Solutions unique?

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### Buying Power

The scale of our third-party spend allows us to negotiate unrivalled tariffs that offer major savings for our clients. The total value of our spend also gives us major account status with suppliers, which our clients benefit from even if they have relatively small spends themselves.

### Independence

We have groups of suppliers that we work with and continually assess, but we do not have single preferred suppliers with exclusive arrangements, as we always want to ensure a healthy level of competition with a key focus of always acting in the best interests of our clients.

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### Expertise

As a specialist we invest in management who have detailed knowledge and experience in key 3rd party markets. Our Centres of Excellence scheme ensures that this know how is available to all our Client Service Managers and is constantly monitored and updated.



**95% of our clients renew their contracts.**

«Swiss Post Solutions is keeping its promises.  
We have not had a single discussion on SLA  
fulfilment over the years.»

CIO, Insurance Company

# MAKING A MEASURABLE DIFFERENCE

## REDUCED COSTS AND IMPROVED PERFORMANCE

### Reduce Costs without Sacrificing Performance

SPS breaks the paradigm that you can't cut costs without cutting services. Because our services are accurately aligned to requirements and efficiently delivered, our clients benefit from savings and their staff benefit from better quality and more relevant services, which enable them to be more effective in their roles. A win win situation.

### Delivering Savings on Mailroom Management



**18%**

savings  
on Courier  
Services



**50%**

savings  
on mail  
equipment



**30%**

savings on  
on-site  
Mailroom

«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.»

Services Director, Telegraph Media Group

«Through the cooperation with one single service provider, we have been able to boost our efficiency while reducing costs. Swiss Post Solutions is handling all our mailroom-related tasks in a most flexible, reliable and effective manner. Over the last few years, we have been able to gain new competences for the efficient operation of our mailrooms.»

Frank Meyer, Head of Section, A global reinsurer

#### Delivering Savings on Digital Mail



**15%**

savings on mail handling



**75%**

faster information entry to business process



**30%**

Reduction in Document Management costs



To find out more about how Swiss Post Solutions can help improve and evolve your Mail Management please visit our website or get in touch.



Learn more about our solutions

