

BRAKES

E-DELIVERY LOWERS COSTS AND REDUCES ENVIRONMENTAL IMPACT FOR LEADING FOOD BUSINESS



«This has been a very positive experience for us. SPS has given us exactly what we wanted, demonstrating a clear service understanding from the start, allied to a ‘can-do’ attitude.»

– Senior Credit Manager, Brakes

SPS has been handling the print fulfilment of Brakes’ customer statements since 2000. But with almost half a million statements printed and posted each year, across seven Brakes brands, and more coming on board, it was clear that a sustainable, scalable and efficient electronic solution would deliver many more benefits to Brakes and their customers than print alone could do.

The Challenge

Printing and posting almost half a million statements each year, across seven Brakes brands, and with more coming on board, it was clear that a sustainable, scalable and efficient electronic solution would deliver many more benefits to Brakes and their customers than print alone could do. The challenge was to carry out a smooth migration,

minimising disruption to customers; encouraging as many as possible to adopt e-billing but continuing to provide a paper based service for those preferred that option.

In support of its commitment to delivering greater value and service to its customers and reducing unnecessary costs, Brakes approached Swiss Post Solutions (SPS) to introduce an electronic delivery solution for its customer statements.



73%

of documents are accessed online or via e-billing



About the Brakes Group

The Brakes Group is a leading all-round food service business and supplier to the catering and food service industry.

There are 16 businesses in the group, which has an annual turnover of £2.6 billion employing over 10,000 staff at over 80 locations across the UK, Ireland, France and Sweden.

In 2011 Brakes was named Green Wholesaler of the Year at The Grocer Gold Awards.

Learn more about our solutions:



The Solution

SPS launched the migration to E-Statements in November 2010. Customers were encouraged to move across to electronic delivery through a flyer campaign inserted into their paper statements. Brakes' credit controllers were also incentivised to migrate their customers over to E-Statements, and SPS established a dedicated Brakes helpdesk to provide support for the process.

SPS' experience and practical help was invaluable to Brakes: "SPS really listened to what we wanted and came back to us with a solution tailored to our particular needs.

SPS has a proven, managed transition programme from print to electronic delivery methods that has been a positive experience for us without any disruption to our business or inconvenience for our customers," said the Senior Credit Manager, Brakes.

The new statementing solution operates through a "pull system", where customers are drawn to a dedicated online portal, allowing them to access their current and historic account data within an interactive and secure environment. Brakes' customers can use the website to view or download their statements, and also easily export data for direct import into their own systems at any time.



1,000

additional savings
on 1,000 statements
each week

An efficient, easy-to-use system, this has had a rapid impact on customer migration from paper to portal. Within the first few months, one in three of Brakes' customers had made the transition, now accessing their statements online rather than receiving them by post and this continued to increase month-on-month.

Swiss Post Solutions

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One of the key advantages to online systems is the wealth of additional functionality they offer. In early 2012 the solution was enhanced to include pdf statement distribution over email for direct debit customers. This means Brakes are saving on paper, print and postage of 1,000 additional documents every week, equating to an annual carbon saving of 1.5 tonnes.

The Benefits

With the cost of electronic delivery at least 80% lower than the printed and posted alternative, the cost savings have been significant for Brakes.



80%

lower cost through
electronic delivery

The average cost per invoice has been driven down at a time when escalating postage prices would otherwise have significantly increased costs.

Brakes' own staff have benefitted from the more streamlined processes. At least four days per month have been recouped by the Finance Team that would previously have been spent handling copy invoice requests and queries that customers can now self-serve through the portal.



four

days a month of Finance
Team time saved by self
service query handling

Customer satisfaction has also been enhanced through the provision of additional functionality. Electronic delivery ensures a

consistent and predictable delivery every month, and billing data is much easier to analyse, helping customers with their own accounting process.

Brakes receive quicker payments and can evaluate who has paid through the electronic records. There is also better transparency within the process as document delivery and access is all logged and recorded by the system, allowing the Brakes' team to proactively approach customers who have not accessed their statements. There is greater visibility, better customer interaction and overall a smarter service.

These benefits are all in addition to the traditional benefits associated with electronic communications channels such as reduced paper reliance, greater service continuity, integrated digital archiving, enhanced environmental performance and an infrastructure to support future innovation and service development.

The Company's View

The Senior Credit Manager at Brakes said: "This has been a very positive experience for us. SPS has given us exactly what we wanted, demonstrating a clear service understanding from the start, allied to a 'can-do' attitude.

It is reassuring to know that we can simply send the data to SPS, safe in the knowledge that it will be handled properly and that the system is flexible and scalable enough to grow with our business.

E-Statements have delivered tangible added value to both us and our customers, in terms of speed and cost, while improving the quality of the service."



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