

# THE FUTURE OF OUTBOUND COMMUNICATIONS

## ADDRESSING THE COST AND IMPACT OF DESKTOP CORRESPONDENCE

### THE SITUATION AROUND DESKTOP PRINTING



High cost of Desktop Printing & In-house Posting  
**£1.20 per letter**



Expensive paper process



High paper usage: low sustainability

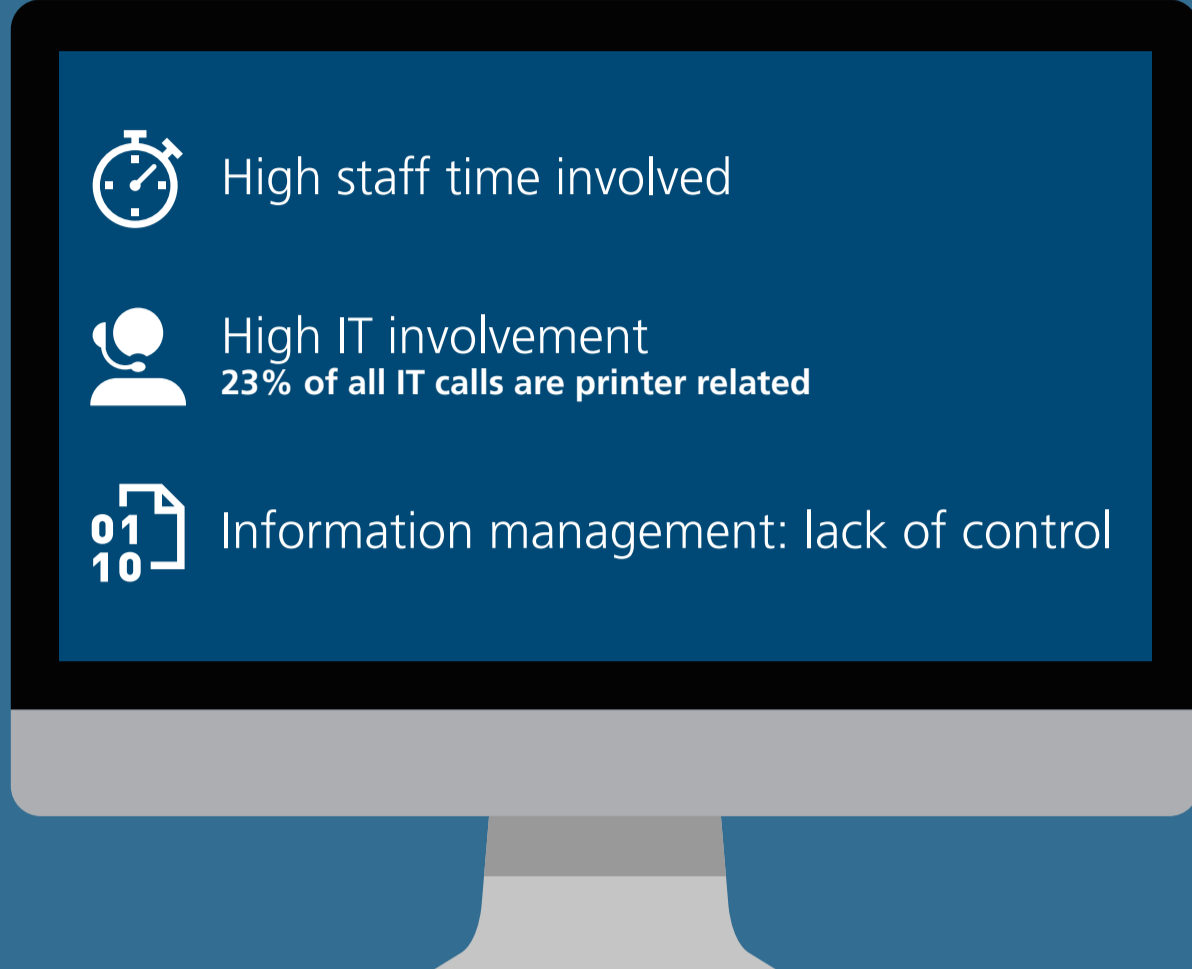


Time consuming process  
**5 minutes per letter & employee**



Shift to digital world & remote workers

### THE CHALLENGES



### HOW DOES HYBRID MAIL WORK?



**5 minutes saved per letter**

**SPS OFF-SITE FULFILLMENT**



### KEY BENEFITS

**Enhanced Decision Making**



**Greater Economies of scale**

**Faster Responses**

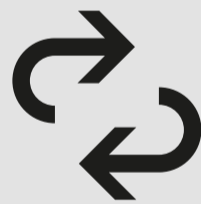


**Improved Collaboration**

up to

**40%**

**direct savings on postal costs**



#### Operational

- No IT integration
- Reduce time spent on print of 30%
- 5 mins of staff time saved per letter sent



#### Financial

- No capital costs to implement the solution
- Reduced hardware costs
- Lower cost of printer consumables



#### Compliance

- Reduce print volumes
- 40-50% lower carbon footprint
- Better data management
- Audit trail

### HYBRID MAIL IN ACTION — LOCAL GOVERNMENT

#### THE CHALLENGES

Expensive administrative communications

Mitigate the impact of budget cuts

Use technology to improve efficiency

Find cost effective and fast ways to deliver services

#### THE OUTCOMES



**20%**

Saved on postal costs



**30%**

Optimised staff time



**45%**

Reduced carbon impact

For further information on the savings and benefits of Hybrid Mail, please contact us:

[www.swisspostsolutions.com/en/contact-us](http://www.swisspostsolutions.com/en/contact-us)

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