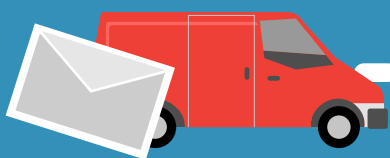


# WHY MAILROOM IS AT THE HEART OF BUSINESS STRATEGY

## WHAT DOES THE MAILROOM REPRESENT?



55% of businesses think there will always be physical post to deal with

The mailroom is the entry point of physical information into your business



Harnessing this information is critical to making informed business decisions and developing your overall strategy



Mail management and processing are crucial to efficient response times, **improving customer satisfaction and overall business success**

On average, it takes **18 minutes** to locate a document. Imagine what else you could do with this time...

## WHAT ARE THE CHALLENGES FACED IN MAIL MANAGEMENT?

### COMPETITORS

– As physical mail volumes decline, businesses need scalable mail management processes to remain competitive

### COMPLIANCE

– Businesses need systems in place to ensure visibility and tracking of mail items  
– New compliance regulations such as GDPR and SARs

### CUSTOMERS

– **39%** of businesses say mishandled mail has a negative impact on customer service

### COST

– Financial burden of process inefficiencies and the space required to maintain mailrooms onsite  
– Mailrooms account for **9% of the budget** for Fortune 500 companies

## DELIVERING MORE THAN MAIL

### WHAT BUSINESSES CAN DO TO TACKLE THESE CHALLENGES



#### On-site mailroom

#### Benefits

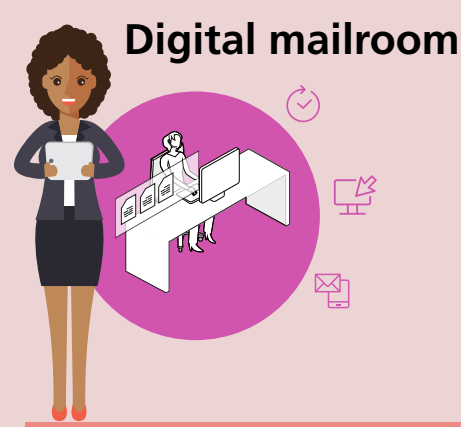
- Audit of current processes
- Tracking and visibility of mail and courier items and processes
- Access to postal discounts



#### Off-site mailroom

#### Benefits

- Better monetise real estate
- More secure, efficient, and compliant



#### Digital mailroom

#### Benefits

- Enables remote, flexible working
- 24/7 access to documents
- Speedier responses back to customer
- Unstructured to structured data

### the evolution of information management

40% of businesses think digital mail would improve organisational performance

## WHAT THIS MEANS TO YOU

CONNECTING YOU WITH YOUR CUSTOMERS



### THE MAILROOM IN ACTION

The mailroom represents the first point at which technology can be introduced to streamline business processes. For example, Co-op Group's transition to digital mail saw **3,500** head office **digital platform users**, enabling **24/7 access** to information and more stringent compliance and tracking of all mail items



For further information  
[www.swisspostsolutions.com](http://www.swisspostsolutions.com)

