

## Extra Postage savings

We like to advise our customers on the best possible Royal Mail services to match the delivery times required. Here are a few examples.

Insurance company posting 20 mailings each month, quantities ranging between 200 and 200,000 but the vast majority between 10,000 and 40,000.

Initially we cut 3 days off their production cycle enabling a switch to Mailsort 3 and then suggested that we process their data to include CBC and use Mailsort 700 or 120 instead of Mailsort 1400. There is approximately 10.2% of extra discount (£17.56 per 1,000) for Direct Selections and 3.2% for Residue selections (mailsort 700). But as there are only 700 direct selections (Post Offices with ability to read barcodes) many records formerly destined as Residue in Mailsort 1400 move to Direct selections, particularly in mailsort merges with quantity range of 10,000 to 40,000.

The result was an overall average saving of £25.25 per 1,000 on postage cost equating to over £13,000 per month for this customer.

## Quarterly Newsletter to staff

Many staff members for this multi-national company worked abroad. The customer had their own postal accounts for UK and overseas. We checked their overseas account and persuaded them to open a International Bulk Mail (priority) account to save them at least £4,300 in postage cost for each edition of their newsletter.

## Walksort

To qualify for Walksort, a mailing should reach an average of 1 in 10 households. A single Walk is considered to be 360 households and therefore the average will be 36 households or 10% penetration. As there is approximately 25,000,000 households, a national mailing would need to be a volume of 2,500,000 to be certain of qualification.

Processing to Walksort is relatively easy and a glance at the penetration level on the report document reveals whether the 10% has been achieved. If 10% has not been achieved, Walksort is then abandoned and Mailsort used instead. DP Direct do not give up that easily.

Mailing to property owners offering financial assistance (re-mortgage facility).

Quantity 500,000 national.

Customer required accuracy with timing and required 2<sup>nd</sup> class (mailsort 2). We processed to Walksort 2 and failed with 2.3% penetration. DP Direct has produced a unique software programme to process through the data, removing records where there is only 1 household in a Walk to another file and then retesting the penetration level. When this fails it automatically re-processes removing Walks with 2 Households, then 3, 4, 5 etc. until the penetration level reaches the minimum 10%, producing two files. One for Walksort 2 and one for Mailsort 2.

We achieved a Walksort file of 357,000 and Mailsort file of 143,000. The saving in postage cost for our customer was a staggering £13,944.00. This is not exceptional. There have been some mailings (with higher quantity) where the saving is over

£50,000. The checking process is free of all charges to our customer. If our software fails to provide substantial costs in postage, there are no charges. If successful, our charges are confined to the additional costs to bag to Walksort