

# Looking Behind the Curtain

**DCA MATURE & NICHE MARKET DAY**

**TUESDAY 14<sup>TH</sup> MARCH**



**John Ellis**  
Managing Director

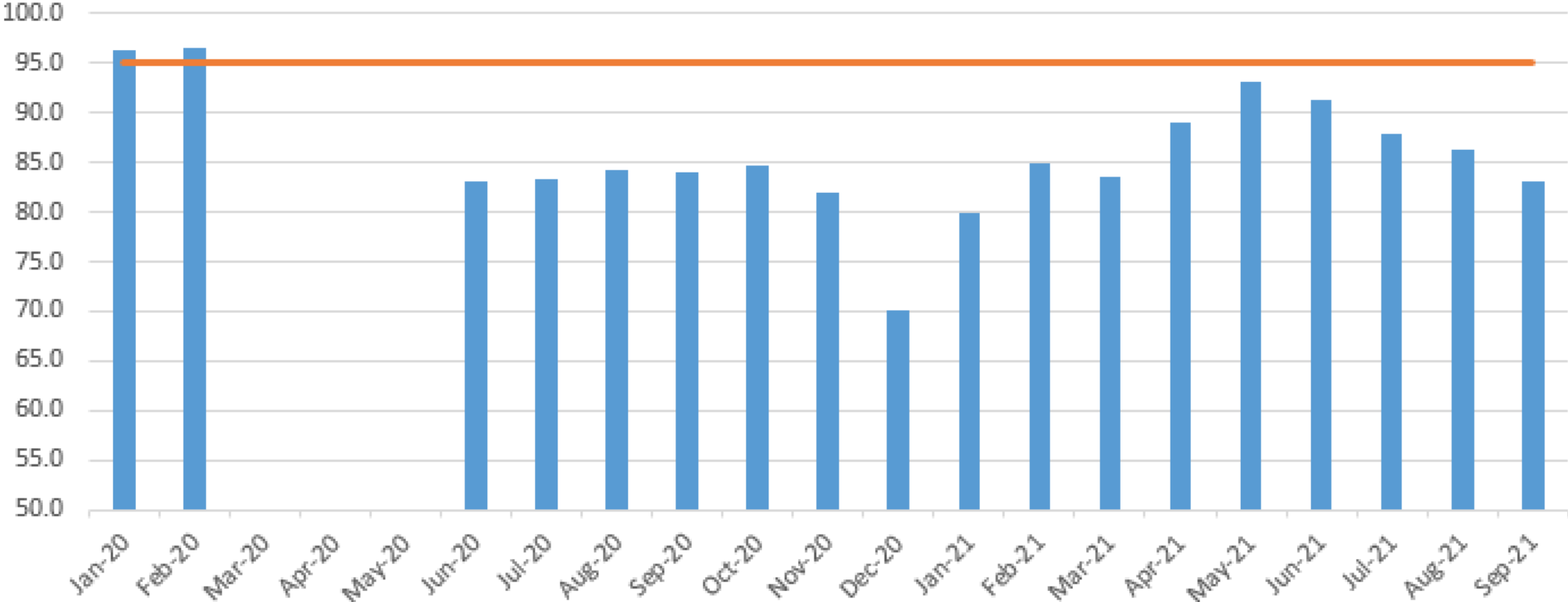
# How do you currently send your mailing campaigns?

- Never been able to track & control
- Its not a tracked service
- Always been a “finger in the air” process
- Service levels altered fundamentally since Covid (March 2020)



# Royal Mail Quality of Service

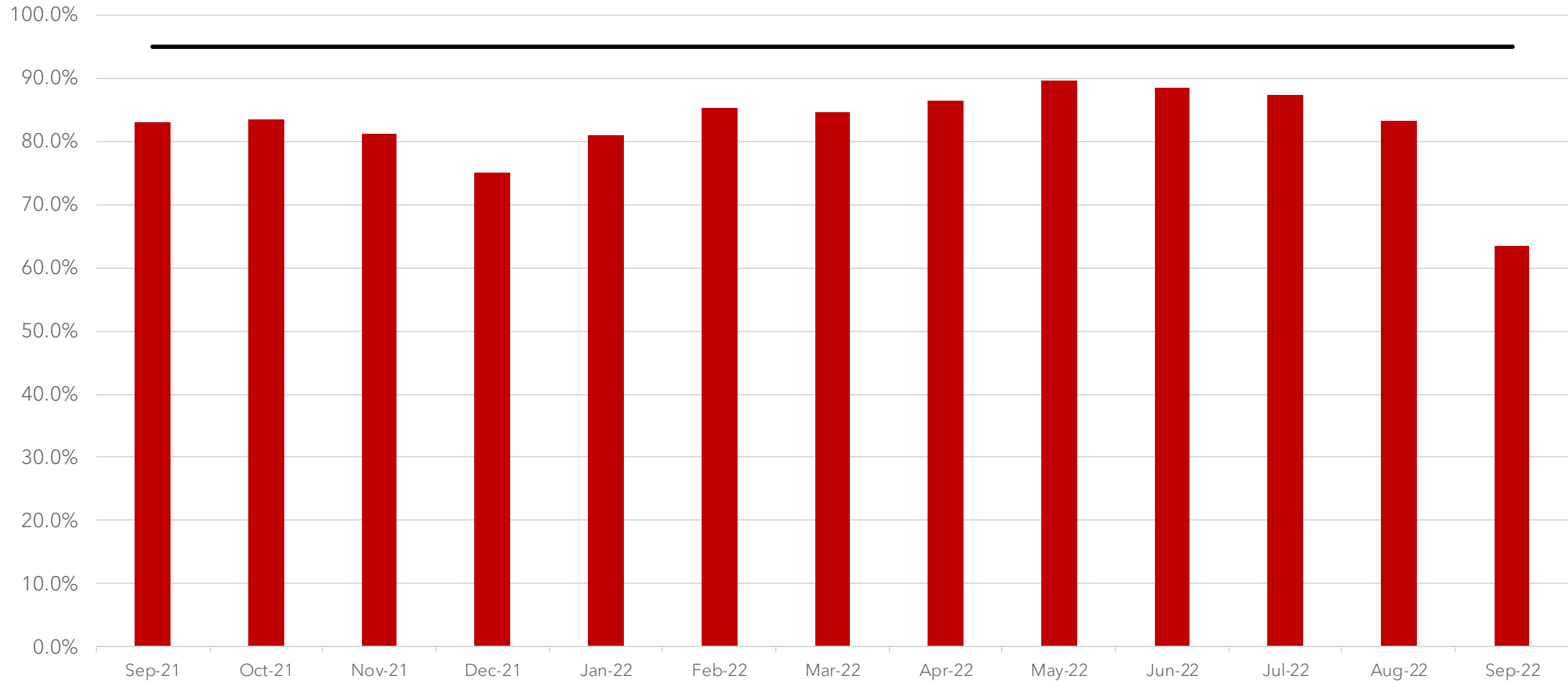
Access QofS



	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
<span style="color: blue;">■</span> Actual	96.4	96.6				83.1	83.4	84.2	84.0	84.8	82.0	70.1	79.8	84.9	83.5	89.0	93.2	91.3	87.8	86.2	83.0
<span style="color: orange;">—</span> Target	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95

# Royal Mail Quality of Service

Royal Mail QoS (September 2021 - September 2022)

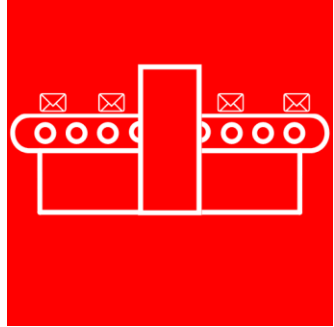


# What happens if there is a delay?

- No orders received today?
- Call centre / web orders quiet?
- Ask marketing they will know!
- Call the printers?
- Yes, its all gone out!



We think there is a better way...



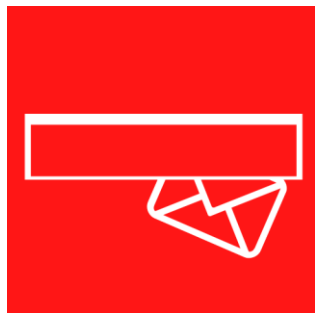
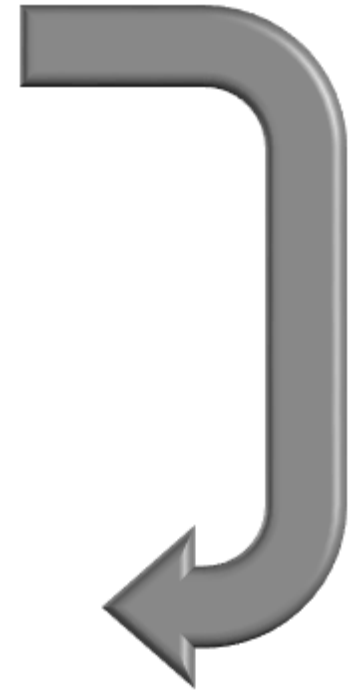
Mail Production



Collection by DSA Carriers



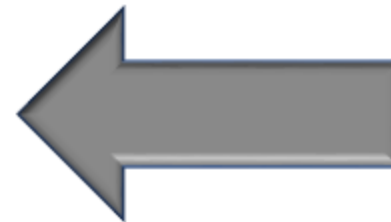
Receipt Scans



Out for Delivery



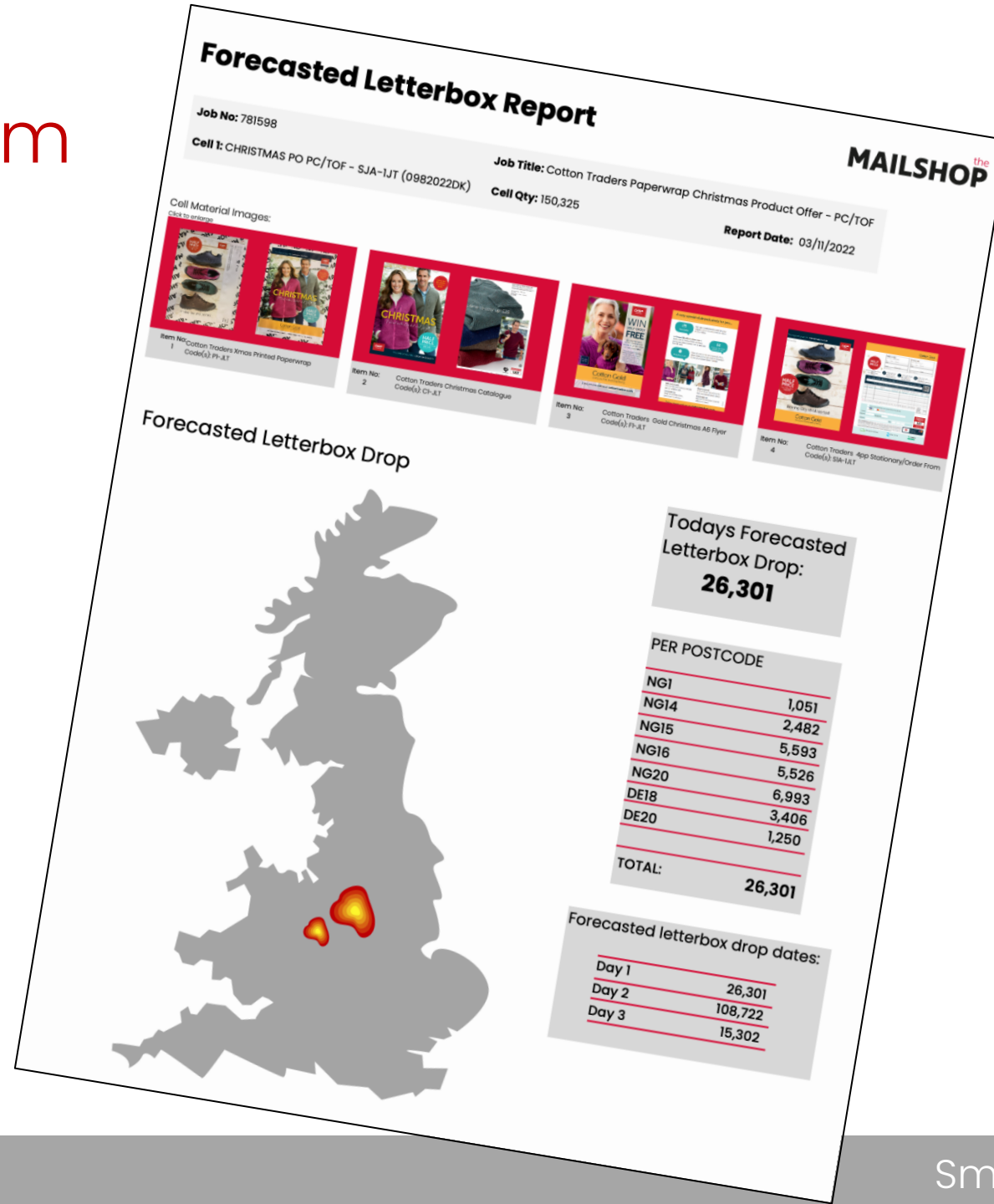
Royal Mail Machine Processing



Handover Scans

**MAILSHOP** the

# Bespoke/custom Reporting





# Dynamic Dashboard

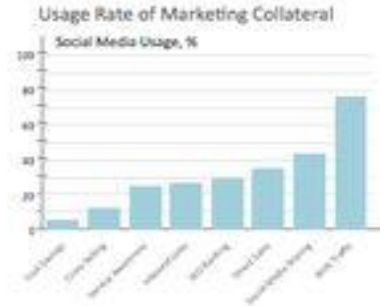
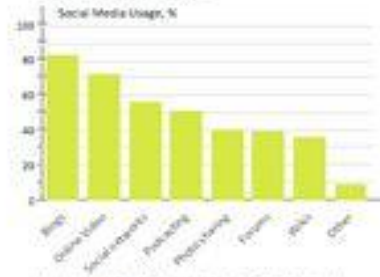
## Key performance indicators



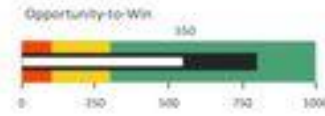
## Sales Growth



## Social Media Usage



## Sales Target



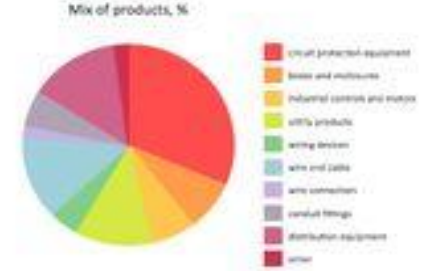
## Actual vs Plan



## Average Purchase Value



## Product mix



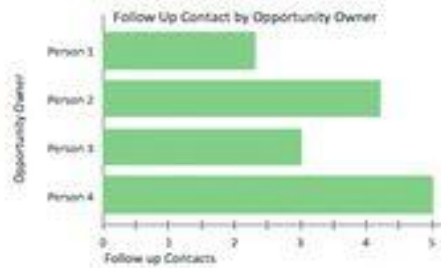
## Product Performance



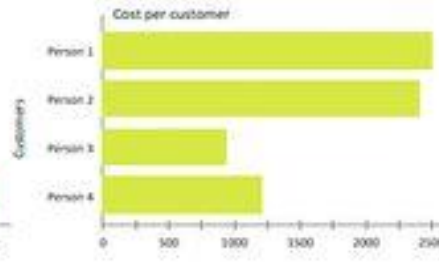
## Rate of Contact



## Rate of Follow Up Contact



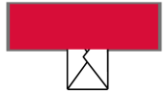
## Cost per customer



## Lead Response Time



# What are the benefits of this



**Letterbox tracking** - removing the grey area of "it's with Royal Mail".



**Visualisation** - we offer an online "heat map" of what is landing and where around the UK.



**Bespoke Reporting** - we can provide a fully automated triggered report showing you what mail is dropping in which areas as soon as Royal Mail's systems update.



**Store planning** - we can provide reports for areas landing around stores.

e.g.      *18,432 packs dropping within 30 minute drivetime of Derby store*  
             *22,132 packs dropping in NG1 Postcode area today*



**"On the day" Electronic marketing** - communicate electronically to your client that their pack is on the way and when to expect it. Offering the ability to ***Amplify & reinforce*** your marketing offer.

# Continued..

EXCLUSIVE

**Retrospective Electronic marketing** – Chase your top buyers with incentives X number of days after a pack has landed with bespoke offers.



**Sales Revenue planning** – Plan budgets against actual letterbox drop dates.



**Call centre planning** – just because a 100k mailing has been released does not mean 20 staff are needed on standby calls, we can tell you exactly which day the mail will be dropping and specifically which records.



**Brochure to order** – understand spending patterns and response to mailings against *actual* letterbox dates.



**Service Levels** – supply chain service level monitoring – getting what you pay for.

Would you like  
to see more?

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