

SOLUTION DYNAMICS

optimized customer communications





Role of Direct Mail/Catalogs in OmniChannel Retail

- *Print as gateway to the digital experience*
 - *OmniChannel*





OmniChannel Marketing-*complex*

Omnichannel is a [cross-channel business model](#) and [content strategy](#) that companies use to improve their [user experience](#). Omnichannel is an integrated way of thinking about people's relationships with organizations. Rather than working in parallel, communication channels are designed to cooperate and build a coherent, evolving, cross-channel experience. The approach has applications in [healthcare](#), government, [financial services](#), retail and telecommunications industries, and includes channels such as physical locations, FAQ webpages, social media, live web chats, mobile applications and telephone communication. Companies that use omnichannel contend that a customer values the ability to be in constant contact with a company through multiple avenues at the same time



A teal-colored background featuring a stylized city skyline silhouette. The skyline includes various building shapes, some with windows, and a street lamp on the left side.

OmniChannel Marketing - *simple*

“Rapid deployment and distribution of highly customised *multichannel* client communications”

A stylized, light blue city skyline is visible in the background, featuring various skyscrapers and buildings of different heights and shapes. The text is overlaid on this background.

MultiChannel

OmniChannel Marketing includes:

- Print (*Hybrid Mail*)
- email
- Fax
- Text
- Web



Why is Hybrid Mail important to the Post Office?

- First Class mail is every Post Offices volume and profit leader
- First Class volumes are decreasing
- Post Offices must stay relevant
- Electronic substitution is main culprit due to cost savings and ease of use
- OmniChannel marketing can be the solution
- Hybrid Mail is the first step of OmniChannel





What can Hybrid Mail offer?

Hybrid Mail will:

- Deliver postal cost savings of 40-60%
- Reduce delivery times
- Provide security and traceability
- Improve quality of mailing
- Reduce returns and save costs
- Allows Automation & Multichannel Capability
- Speed to market
- Exploiting marketing opportunities





Hybrid Mail - Why has it not worked?

- Lack of awareness
- Where offered, domestic options only
- No burning platform
- Complex and time consuming solutions
- IT - Security issues
- Lack of internal champion





Is there a Market Place?

- Global estimation is 300b letter class items
- 60% Bulk/Correspondence
- 30% Transactional -Hybrid/Desktop mail
- 10% Advertising and Other
- This creates a potential marketplace of ***50-90b mail items***





Henry Schein – Dental Software



40-45%*

50%+* if you can
get through!



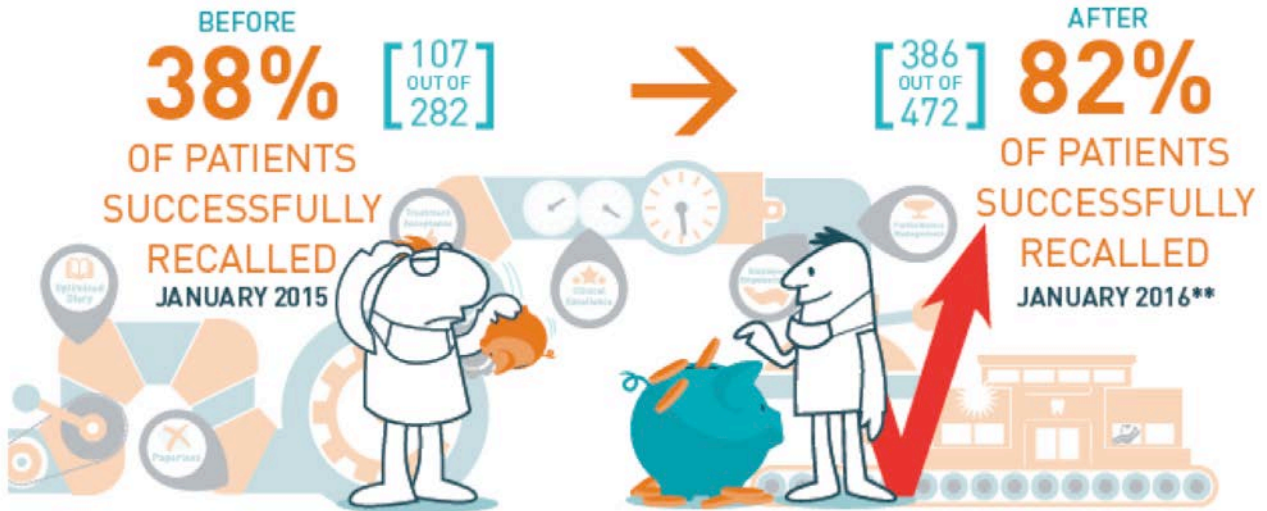
10-15%*



40-45%*



What a difference a year can make





What we have learned from the SOE solution

- Multimedia is the most effective method, and print adds significant value
- This has generated “virgin print and mail” opportunities with increasing print volumes
- SME’s offer the greatest untapped growth potential
- The next growth phase will come from services, ecommerce and digital services.
- Getting SME’s onto the global platform is what will generate GDP growth
- Hybrid mail will facilitate this massive communications explosion, at the same time increase both digital and physical communications.



A teal-colored background featuring a stylized city skyline with various skyscrapers and buildings of different heights and shapes.

The Ideal Solution

“A single OmniChannel platform offering rapid, easy to deploy highly personalized solutions immediately, accurately and securely”

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