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THE QUESTION

How can technology provide new answers to solve old problems and revitalise post?

Declining Postal Market?

Current Economic Position?

More Intelligent Electronic Marketing?

An Environmental Focus?



AREAS FOR DISCUSSION

New technology & Innovation

Data management

Value Driven Marketing

Going Green

Case Study: ViaPost



NEW TECHNOLOGY

- Printing/Sorting machinery constantly improving
- Sequencing software to maximise capacity
- Digital Print becoming cheaper and more flexible
- Tracking post from sender to delivery in real time

...but that is only a small part of it!



INNOVATION – THE FUTURE OF POST!

- Hybrid Mail
- Communication blurring the line between physical and electronic post
 - Email, Google words, Personalised Print
- Direct targeted communication online and offline
 - The Marketing Mix: interaction between



DATA MANAGEMENT

- Ability to sort, check and correct postal info before production to reduce wastage
- Regulatory requirements for archiving
- Know more about customer profiles and react faster and better
- Connect online customer data to offline needs
- Information is power, so how do you use it?



VALUE DRIVEN MARKETING

- Marketing is becoming more targeted
- The distinction between online/offline more vague
- Spam filters and mass-email campaigns are turning some consumers off: targeted, physical mail works
- We are classified online, targeted, then hit offline with a promotion that fits our needs
- Link into customer care, better service



GOING GREEN

- Environmental issues – the need to be green
- Not about the Lenor approach...real green
- Carbon Footprint, Carbon Credits...



ViaPost – THE FUTURE OF POST! From Desktop to Delivery

- Capturing physical mail in an electronic state
- Managing data, sorting and cleaning
- Distributing electronically to distributed print centres
- Cross over between physical and electronic post
- Direct targeted communication online and offline
- Cheaper, higher quality, faster, greener