



you create • we print • we post



The imail system has proved to be very efficient, reliable and cost effective for us and fits in perfectly with our future expansion plans. Using imail we have hugely reduced our costs and the time it took to fulfil the postal requirement.

The ease of use of the system and the low cost factor makes it an ideal service for all growing businesses. With imail's direct mail marketing help we can reach our customers and potential customers to ensure that the business continues to grow successfully.



Karl Brown, KAM Servicing Network

The Background:

The company KAM Servicing was founded in 1975; it's a family run business that has been expanding over the years. Starting with just one depot in Sawley to now running eight depots across Nottingham and Derby, KAM Servicing's have built a large customer following and a reputation for themselves as a quality car repairs centre.

The company specialise in car repairs as well as bodywork repairs and electrical work. The company continues to grow every year with new depot openings and as the customer base grows so too does their desire to want to reach new customers but also retain the ones they have.

The Requirement:

To ensure repeat custom, KAM Servicing's had to give their customers had a reason to return and in so devised a system of reminder letters for when a customers' MOT or car service was due.

It was imperative to target customers directly due to the importance of an MOT test and car service. Mutually beneficial letters were devised including any advisories that exist on the car, thus allowing KAM Servicing to retain customers but also allowed customers to stay safe within their cars.

This form of direct mail marketing was working and was successful in its aims. However a problem occurred when the time taken to print and send these letters was beginning to increase heavily. KAM Servicing was sending over 2000 letters a month; it would take a vast amount time and manpower to complete the process. Furthermore, as the letters started to increase so did the price of a stamp

therefore a cost effective and efficient mail solution was required.

The Solution:

KAM Servicing enlisted the help of imail and decided to offload some of the responsibility and try to run a more sufficient program. imail with its hybrid mailing solution were able to take away the time and manual labour of sending letters as well as eliminating the need for stationary, franking machines and the Post Office. KAM Serving was able to upload their letters, address book and store templates making it even easier each time they sent a letter and all from the comfort of their desk.

This proved highly beneficial as they were able to use the time saved to run other marketing initiatives such as twitter and Facebook as well as keeping the website up to date to ensure that we are still able to reach new customers.

The Results:

With over 24,000 letters sent a year, imail has enabled KAM Servicing to reach and retain their customers with a reliable and efficient service. The results of this have seen return visits by our customers and an increase in awareness of their business.

KAM Servicing have also taken advantage of the imail service by also sending out leaflets through the post, giving their customers a visual alternative to letters with offers for them to make use of. The various direct mail marketing solutions imail has to offer allows for an easy path of communication as well as planning in advance for both KAM Servicing and their customers who appreciate the timely notice.