

“ *imail has been an ideal service for a business like ours. Being able to offer new and existing customers a cost effective solution to sending letters to their patients and also including promotional marketing material just made sense. We will also be looking to use imail in the future to target new customers using imail data.* **”**

The Background:

See 20/20 is a Practice Management Software company with over 300 sites that provides an online system to independent opticians throughout the UK. Designed for both single and multi-branch operations, See 20/20 gives its customers the ability to access patient records from any location, view diary activity, prescribing rates, dispensing averages and stock movements for the practice or across the group, seeing how staff are performing and what product lines are selling.

The Requirement:

For See20/20 users, communicating with their patients was a vital part of their business. The general method of manually printing a recall letter was becoming more expensive especially with cost of stamps rising, the purchasing process of pre-printed letter headed paper and the time involved packaging and posting the letters. See20/20 needed a way of allowing users to automate this process, thus saving them time and money.

The Solution:

imail was brought to the attention of See 20/20 through investigation as to best methods of allowing their users to automate their letters and be able to retrieve and track their letters.

In order for See 20/20 users to communicate effectively with their clients they set up an imail account to aide their communications and keep clients up to date on the latest practice news.

Setting up new See20/20 users with imail couldn't be any easier. Once their account has been created, the user has full control.

The Results:

By integrating the imail service into See 20/20's software, they have allowed their users to recall their patient database with the same professionalism at a fraction of the cost. See 20/20 users are able to keep track of their communications with patients and therefore manage their practice efficiently using the imail system.

Currently the See 20/20 users are just using the letter service, as their software only allows this, but they will be looking at changes after several users have requested imail's marketing postcards service.