



you create, we print, we post

# Case Study: JCB Group

## Summary

*imail provides a simple, fast and affordable online solution for the design and delivery of our direct mail. We have been able to make significant cost savings and enhance the ease and efficiency of our mailings, while getting a much faster response to service reminders .*

Managing Director, JCB Automotive Group

## Introduction

**The JCB Group is a well-established automotive dealer with multiple sites in the South of England. This popular dealership uses direct mail to promote its services, and sends out frequent letters and service / MOT reminders to its loyal customer base.**

## The Challenge

JCB Group's direct mail campaigns were previously conducted manually in-house. It was a laborious process, mail merging multiple documents, then printing, stuffing envelopes, franking and posting them. The campaigns, while necessary, were proving not only costly but also extremely time-consuming, while drawing skilled staff away from their jobs. JCB Group started searching for an automated solution that maximised direct mail's commercial benefits but reduced outgoing and inefficiency. After a receiving a strong recommendation from Purchase Direct, it investigated the imail hybrid mail solution and was so convinced it implemented it without delay.

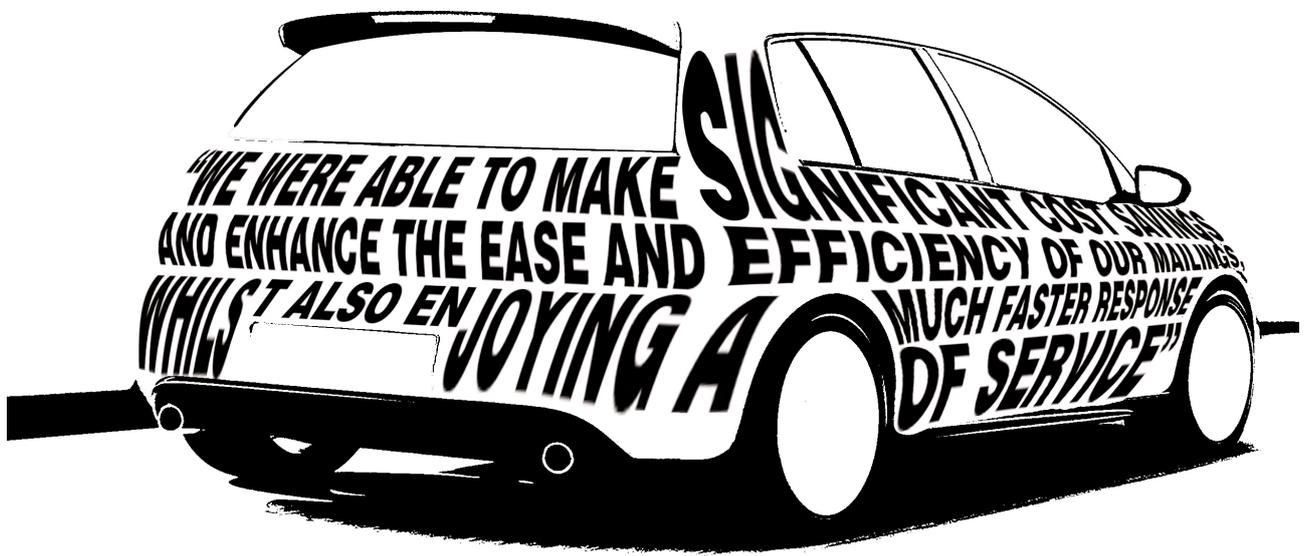
## The Solution

As an electronic-to-physical mail solution, imail is accessed via the internet using a simple step-by-step browser. It allows JCB Group to issue large-volume runs of direct mail pieces to a geographically dispersed audience, with minimal hassle. The business simply uploads its different dealer sites' letterhead templates onto the imail website, before running any relevant mail merges in conjunction with customer data pulled from its internal Kerridge system. From a wide range of mail media including letters, postcards and mailshots, JCB Group selected imail's Mailshots service to confirm scheduled and pending appointments, such as test drives, services and MOTs. Via Mailshots, the business can create, customise and send full-colour, double-sided A5 flyers in-house from desktop to doormat in a mere matter of seconds. All flyers are produced using quality 300gsm paper for vibrant colours and a high gloss finish, with JCB Group's artwork simply uploaded via the web browser. The dealership also uses imail's two-day letter service, to communicate its latest news

**Key facts:**

- Sector: Automotive
- Mailing Frequency: Weekly
- Mailing Type: Marketing, appointments & reminders
- Mail Benefit: Fewer missed customer appointments. Faster customer responses to MoT bookings
- Saving: Marked reduction in marketing costs





updates, promotions and information to a prospective and existing client base. Mailings range from short-volume runs of 100-500 items to others running up to 11,500 items. With such constant usage, JCB Group has become one of imail's largest automotive customers.

### Benefits

Since opting for imail, JCB Group has realised a host of business benefits. Besides a marked reduction in mailing and stationery costs, imail has increased the speed at which mailings can be produced. As a result, the dealership has intensified direct mail activity, with tangible improvements in response rates. Automating the mailing process has also had the added advantage of freeing up staff time, leading to further cost savings. Moreover, the simple pricing structure, with no minimum volumes, offers an economical and efficient option for low-quantity mailings. imail has also improved the efficiency of JCB Group's core communications. The dealership can now manage the appointment process more effectively by sending customised reminders about scheduled dates or service

requirements. This has resulted in fewer missed appointments and faster customer response when a vehicle service or MOT is due. And that, for a busy car dealership like JCB Group, is a crucial factor for success.

### Summary

Thanks to imail, this multi-site automotive dealer is able to submit high-volume runs of direct mail pieces to a geographically dispersed audience, with minimal hassle.

### About imail

imail was launched in 2008 by UK Mail as the only alternative to the first class postal service. It enables users to send letters and postcards with just a click of the mouse from as late as 3pm for next-day delivery, or 6pm for two-day delivery. The mail documents are sent electronically to the UK Mail sorting centre closest to the destination, where they are printed, enveloped and sorted for onward delivery. imail is ideal for all sizes of business, from SMEs to large corporations, offering a dynamic desktop-to-delivery service at a keystroke that provides a host of cost, time and environmental benefits.



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