



# Maximising MailSort Discounts



After introducing postage savings of more than £1 million a year, it is no wonder that telecomms giant BT is one of Sefas' longest standing clients. Communicating with 18 million customers may seem like a daunting task, but it is all in a day's work for BT Retail, thanks to Sefas's software. For BT, customer communications are key - down to the last detail of every document it sends out; with over 1.2 billion impressions made annually, this is no mean feat.

## Background

BT Retail works across all consumer groups, delivering innovative products and services to residential customers, whilst developing bespoke solutions and strategic advice for businesses. Its operations also include BT regions, customer service, products, mobility and strategy, enterprises, and support activities.

## Customer Background

BT is one of the world's leading providers of communications solutions and services. Principal activities include networked IT services, local, national and international telecommunications services, and higher-value broadband and internet products and services, operating in over 170 countries.

## Background Continued...

Working with CACI AnaBase MailSort, Sefas's software has been instrumental in helping BT Group Plc achieve its strategic cost saving goals, which have contributed to annual turnover growth to more than £20bn\*.

BT's strategy of developing long-term partnerships with customers is built on the idea of providing added value. This strategy, which includes providing enhanced communications, has certainly paid off over the years following the successful launches of BT Fusion, BT Talk Together, Entertainment, BT Answer and BT Broadband.

## The Challenge

Having worked with Sefas software for five years after a Printer Replacement Project in 2005, BT embarked on a further eighteen month long project with Sefas, which would completely reshape its document management strategy.

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The brief was to:

- Increase postal discounts
  - Reduce the number of stationery lines
  - Improve the layout, look and feel of customer facing documents
  - Increase opportunities for transpromotional marketing
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Additionally, BT wanted a sustainable and cost-effective solution allowing for multi-channel delivery (including electronic distribution and web viewing), which could be created in-house to allow flexibility and efficiency.

Giles Hill, General Manager of Sefas UK comments, "BT was looking for a local company which could manage its workflow and integration. In 2005, BT had approximately 200 different document types and around 50 pre-printed stationery lines. The idea was to acquire a workflow to re-engineer all of their existing documents to use fewer stock types whilst maximising the cost-savings from the MailSort discounts and enhance customer communications".

## The Solution

Sefas software has been used to merge the data for all billing regions which maximised the mailing discounts for previously on-qualifying, low volume mail. Using Sefas software to standardise format and facilitate generic stationery lines. The software has also allowed BT to consolidate its document production process to a single outsource service provider.

Sefas has created a new billing document for BT, using a formatting capability that has enabled a consistent look and feel of BT's bills across multiple business units. An interface was also built to allow for customer specific formatting, messaging, product information and promotions. Sefas software will give BT the functionality to audit their print streams at point of submission to their print supplier. This will enable greater control of print and distribution costs.

*"Sefas quickly understood our objectives, worked with us to agree the best solution, allowed us to set realistic expectations within BT and then supported the execution through professional and diligent support".*

Bev Williams, Project Manager BT



The new look BT bill offered a clearer layout with fewer pages, added new customer barcodes - improving BT's billing accuracy - and introduced an area for Marketing to add personalised messages.

Sefas helped BT to reduce the number of stationery lines from over 50 to just 6 allowing BT greater control over its brand and communications. Customer for different types of bills, BT fonts, tailored marketing messages and payment slips. The layout is user-friendly, whilst data cleansing and MailSort has reduced the potential for errors and there is potential for BT to use more colour in any future variations.

BT, who had already benefitted from previous cost down initiatives, was able to save an additional £1 million per annum on incremental MailSort discounts and reduced stationery costs. But that's not all – the company has increased opportunities for cross-selling other products and services, and has enabled BT to quickly communicate with its customers with relevant and timely information.

*"This was a great opportunity for BT to enhance their relationships with customers through providing added value, as well as driving in-bound calls down, and giving them greater control over their marketing and print."*

**Dave Chilman, Project Manager, Sefas**

In the future, BT is planning to install other Sefas software, so it can open a gateway with print and dispatch suppliers enabling BT to better control and audit distributed print jobs. This will give BT greater control over its print expenditure and facilitate further potential cost savings.

"Sefas' flexibility, perseverance and professionalism have been exemplary. It is a pleasure doing business with them", Siobhan Muddiman, Project Manager, BT.

## About Sefas

Sefas, part of Docapost Electronic Business Solutions, is a world leader in document production technology, with headquarters in Paris (France) and subsidiaries in the US & UK.

Sefas's core business is providing software solutions to design, improve, control and manage the production of personalised documents, enabling our clients to communicate with their customers with more relevant, more timely and more valued correspondence.

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