

Facts & Figures

Swiss Post International France

SPI France has successfully positioned itself to serve a globally active customer base through first-class product ranges, competent consultancy and individual dispatch solutions.

Review

- **1997:** Swiss Post International, the independent business division of Swiss Post, founded the subsidiary Swiss Post International France (SPI France) at Chassieu near Lyon.
- **2007:** Direct entry solutions in four countries
- **2008:** Electronic returns processing
- **2009:** Direct entry solutions in 19 countries
- **2010:** Swiss Post International records a net profit of 35 million euros and a commercial rate of return of 6.1%.

Vincent Morius, Chief Executive Officer for France, explains the SPI France results: *"2010 was once again a year of growth for SPI France, one in which we significantly increased our market share. This growth is a due to the success of our business mail and postcard mailing solutions."*

- **2011:** SwissPostCard launched for businesses

Strategy

The business is focusing on profitable sales growth, made possible in particular thanks to optimizations in logistics and new technologies and also an expansion of our service offerings. Our offerings are systematically structured to meet the needs of key sectors – distance selling, tourism, media and publishing. Swiss Post International solutions provide in-depth visibility and added flexibility for deliveries, crucially with extremely straightforward returns processing. Our customers' activities are therefore optimized and their quality of service improved. And remember that successful deliveries are a proven factor in repeat purchases via the same channel!

Services

Every customer of SPI France is given a personal contact partner for all projects and queries. Companies all over France benefit from the international SPI distribution network.

SPI France's product offering comprises the following:

Direct Marketing: Marketing Mail International	For international dispatch of mailings including dispatch preparation and response management for gaining and keeping customers
Newspapers and magazines: Press International	For the global dispatch and distribution of regular publications to subscribers and individual retailers and subscription management.
Small goods dispatch: Business to Consumer B2C	For corporate customers sending small goods (up to 2 kg) via long-distance mail order
Daily post: Business Mail International	For international dispatch of correspondence such as statements of account and invoices
SwissPostCard	With its guarantee of greater flexibility, SwissPostCard enables customers to create their own personalized postcard mailings online, before having them franked and physically delivered to their recipients.

Expertise and references

Customers of SPI France particularly appreciate tailor-made services for shipping international consignments from France.

The aim of SPI France is to provide them with day-to-day support for their customer communications. SPI France therefore wants to go even further, creating innovative personalized services to enable them to attract new customers and retain their existing ones.

In order to do this, SPI France relies on the local expertise it has acquired through working with almost 50 well-known customers such as the Council of Europe, 3MA GROUP, KOOKAI, EUROMASTER, the Departmental Committee of the Ardennes and the Club Français du Vin.

Thanks to innovative solutions designed by SPI France experts, tourist activity has increased considerably.

For example, Swiss Post International has designed a holiday brochure platform www.holiday-infoshop.com, via which travel companies can develop specific products aimed at particular target groups or based on travel preferences.

In 2010, SPI France also created an innovative returns solution for international distance selling, enabling end customers in more than 18 different countries to return goods free of charge if they do not meet their expectations.

Core competences SPI France:

- International goods and document dispatch up to 2 kg (Priority or Economy)
- Bulk shipments to destinations worldwide (Priority or Economy)
- Dispatch of press publications
- Permanent personal contact partners
- Rapid delivery of quotes
- Collection services
- Individual franking designs