



## **Solutions for distance selling.**

More time to focus on your core business.

Excellence delivered.

**SWISS POST** 



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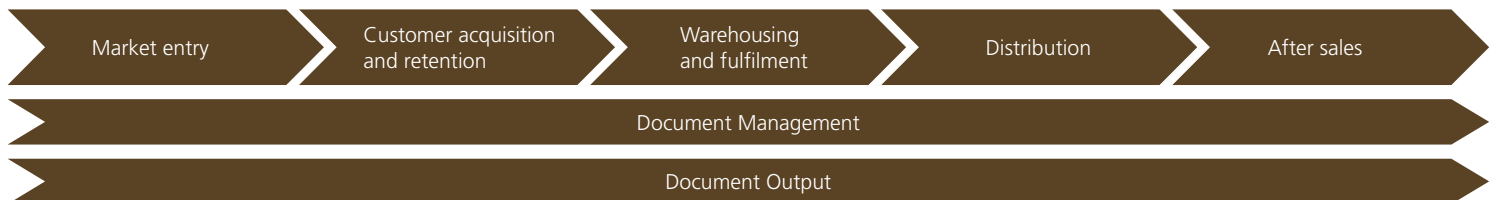


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## Swiss Post. We support you wherever you need us.

Whether you need carefully coordinated offers or customized all-in solutions: Swiss Post can offer you professional support in the various areas of your industry.



Consulting E-shop solution	Physical direct marketing Telemarketing Response Management Online Marketing Mobile Marketing Loyalty Marketing	Warehousing Fulfilment	Dispatch preparation Pick-up and transportation Customs clearance Postal delivery Value-added services	Returns Management Customer Care Centre Call Centre Invoice dispatch Reminder dispatch
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“Focus on core competencies and significantly increase customer benefit. This is the basis for sustainable competitive advantage.”

## Perfect teamwork: You focus on your core business. We take care of the rest.

Fast, convenient and round the clock. It has never been so easy to meet your own shopping needs. The endless variety of products on offer in catalogues, on the Internet and on TV shopping channels ensures that every buyer finds the right product.

The increase in variety also leads to an increase in competition in the distance selling sector. The quality of your product is a key success factor. You must offer a convincing product if you are to satisfy your customers.

However, to keep your customers happy across the board, you will need to demonstrate perfection in many more areas besides: reliable delivery of goods, short delivery times, customer-friendly returns management and tailored customer support are crucial to your company. This also applies to professional tools for acquiring new customers.

What is more, if you want to survive on the market as a forward-looking company, you must constantly optimize your internal and external processes. This includes customs clearance issues relating to logistics, IT data management and goods insurance: existing processes must be reassessed in every area.

Or perhaps you are only just planning your market entry? Here, too, you will need a comprehensive range of expert knowledge.

With Swiss Post at your side, you will have no difficulty rising to these challenges. Our sector experts are familiar with your business, the international market and the target groups. Our solutions take the pressure off you considerably, allowing you more time for your core business and providing your customers with additional services.

Swiss Post will help you maximize your added value.





## Market entry: Establish your company successfully in new markets.

### **Expand successfully in new countries**

Become a global player. We will lend you our professional support to help you enter new markets and acquire all the information and permits you might need from the authorities. As such, you are not at a competitive disadvantage compared to local competitors and you benefit from all the latest local information. We also offer an individual consultation on customs/VAT regulations and applicable duty-exemption limits in the respective countries of origin and destination.

### **Open your own customized online shop**

With the help of your own online shop, you can make your products accessible around the clock and target customers worldwide. Tap into additional markets via a new sales channel, win new customers and generate more sales with higher income and profit.

From its basic standard offering for newcomers through to customized solutions, Swiss Post offers all the services you need to successfully establish and manage your own online shop from a single source: design, implementation and operation coupled with innovative and effective customer communication. The full service also includes warehouse logistics, e-payment, goods shipping including clarification of customs/VAT issues, payment guarantees in specific countries and thus secure incoming payments.

Join now and make an inexpensive investment in your future in the ever-growing e-commerce market – at the national and international level.



“Familiarize your customers with your brand and your products, and with the help of targeted customer dialogue, you will reduce the risk of losing them to the competition.”

## Customer acquisition and retention: Establish new relationships and maintain them in the long term.

### Acquire customers successfully

Professional direct marketing is part of our day-to-day business. We will help you acquire customers using tried-and-tested dialogue solutions as well as a wide range of products and services. We know how and when you can reach your target group most effectively – from dispatch planning, including address procurement and streamlining, to dispatch and efficient response management. Your measures are implemented comprehensively and with a view to achieving success.

For the purpose of customer acquisition, we also offer professional telemarketing services which allow us to address the needs of potential and existing customers in a targeted manner. The high degree of efficiency and low costs associated with this form of communication make it particularly attractive.

### Ensure higher response rates

Increase interest in your mailings. Swiss Post's host of special solutions and additional services will attract readers to your mailings. Whether you need mailings for specific target groups, innovative franking solutions or distinctive packaging, successful communication begins with the first impression.

### Boost the advertising impact with the SwissPostCard

Draw more attention to your company – with the SwissPostCard. Unlike promotional mailings, this customizable postcard results in high reader and response rates. You can design your card easily online and in accordance with your own requirements, add a personal message and send it anywhere in the world as a physical postcard mailing.





Without needing to be opened, it immediately renders your message and its high-gloss finish lends it a particularly attractive appearance. It enables you to reach your customers personally, and significantly increase interest in your mailing.

Vouchers can also be easily integrated. The SwissPostCard is the perfect advertising media for invitations, campaign weeks, reminders, thank-you messages, birthday wishes and much more besides. Find out about all the possibilities at [www.swisspost.com/swisspostcard](http://www.swisspost.com/swisspostcard).

#### **Expand your market presence on a global scale**

Would you like your catalogues to reach a wider audience? Then use the Internet. Our original online portal 123 KATALOGE allows you to place your catalogues on the Internet at excellent rates. People around the world will be able to view your products and request them directly. In addition to raising the profile of your products, you will also easily acquire address data from potential new customers. Find out more at [www.123kataloge.de](http://www.123kataloge.de).

#### **Sustainable growth**

##### **thanks to long-term customer loyalty**

Build up your knowledge of your customers to better tailor your marketing activities and product range to customer requirements. Reward your customers, offer them individual added value and an emotional experience with your brand. Integrate social media platforms and mobile devices to communicate with your customers via all channels.

We support you with innovative CRM and loyalty solutions which suit your customers – from individual customer dialogue to professional bonus programmes, payment cards, couponing, and exclusive customer clubs and communities. We conceptualize, develop, take over and supplement customized customer loyalty programmes which can be easily integrated into your IT unit. What is more, you can continue to expect excellent data security.

The long-term advantages for you: thanks to newly acquired contact data, you will have an insight into your customers' buying habits at all times.

#### **The advantages for you:**

- Higher success rates for your mailings thanks to innovative solutions and low circulation waste.
- Hassle-free global dispatch of direct mailings based on advice from our direct marketing experts.
- Increased customer loyalty and stronger brand by linking product quality and service.
- Differentiation from the competition thanks to exclusive loyalty programmes.
- Lasting positive contribution to the company's success thanks to successful customer acquisition and long-term retention.

“In distance selling, success is determined by each individual link in the process chain. This is why the perfect interplay of the individual components is so important.”

## Document Management: Retain an overview and optimize costs.

Rely on optimum business processes in the future, too. Our professional solutions for managing and processing information and documents are always perfectly organized. You retain the overview and can act professionally and in accordance with your needs at all times and at all levels.

### **Manage your internal mail effectively and cost-efficiently**

Ensure your internal mail processes are organized perfectly – with Swiss Post. By establishing a targeted document management system, all data are readily available to you at the right time, in the right form and at the right place. The costs of your internal mail are traceable and can be planned for at all times.

We operate all aspects of your mailroom securely. We take care of acceptance, sorting and distribution (including tracking) of incoming, internal and outgoing mail. Our services also include performing security checks for hazardous content, transport between various business locations, follow-up requests and offering advice on how to optimize mailing costs.

### **Manage information through digital access**

We ensure the perfect procedure is in place for processing information. From the moment a consignment arrives at the mailroom, we forward all information via the appropriate channels. We gradually develop your physical mailroom into a digital information hub, ensuring that information is available any time, anywhere.

We scan orders, complaints and other documents for further processing by manual or automated means. We then prepare the information and transfer it to the other business processes. The set of rules for automated mail processing also makes it possible to feed orders directly into your CRM system. We guarantee end-to-end quality management – including online management reporting.

### **Access data quickly, in good time and regardless of your location**

Improve your information options with customers, suppliers and quality managers. Our professional document archiving system allows you to control who accesses what information and when. Your information is always secure.

In short, Swiss Post is a trustworthy partner with the right technology for digital and physical solutions.

#### **The advantages for you:**

- Secure system solutions and full service with maximum confidentiality and care.
- Time and cost optimization for information availability worldwide.
- Cost transparency for document and information management.
- Smooth information processes thanks to first-class document management.



# Document Output: Cost-optimized and efficient transactional printing.

Do you want to improve your customer communication? Simply send transaction-based documents such as invoices, reminders and your promotional mailings via several channels.

We take care of your documents' data preparation, printing and dispatch preparation as well as the entire document management process. Our experts provide you with comprehensive, professional advice on all processes. Furthermore, we prepare your documents individually and send them to your customers in a timely fashion. For a strong customer relationship.

## **Rely on maximum confidentiality for your data management**

Combine security with control when it comes to data management. Swiss Post prepares your document print data to the highest security standard. You have the opportunity to check the integrity of your mailing at any time.

We handle all areas with the greatest of care – from automated data acceptance and print preparation from a wide variety of systems, to the fully automated transfer of your data into production control. We also offer you professional solutions for developing static and dynamic layouts and merging data and layouts with subsequent preparation of print data in various formats.

## **Standardized, intelligent and secure mail**

We rely on state-of-the-art digital printing systems, high security standards and standardized processes for the efficient processing of all transaction documents such as invoices, reminders, delivery notes and credit notes.

Together with experienced production and IT specialists, we take care of the entire project management process, from data acceptance, production and envelope stuffing, through to shipment control – all from a single source.

## **Relieve your marketing budget**

Use the free space on your correspondence for advertising. Whether invoices, delivery notes or credit notes, TransPromo will help you transform your carrier medium into a marketing message and generate strong customer loyalty through target-group-specific messages.

We will be pleased to provide you with comprehensive advice on all relevant topics, from managing a professional customer database, through to marketing, layout, production, and further output management options. As such, your advertising is no longer a cost factor but a source of revenue.

## **Optimize dispatch costs**

Reduced postage costs without compromising on security: we make it possible. Thanks to fully automated, electronic document processing and flexible postage cost consolidation, you can send your documents more cost-effectively anywhere in the world. Our certified standard software independently determines the shipment formats and weights. Individual specifications such as optional enclosures or collective shipments in one envelope or parcel are taken into account – naturally with end-to-end shipment control. You can rest assured that every document will arrive safely.

## **The advantages for you:**

- Maximum confidentiality and care when processing your document output thanks to our high security standards.
- Efficient cross/up-selling with TransPromo.
- Optimization of shipping costs thanks to automatic shipment control.
- Cost reduction thanks to state-of-the-art high-performance print centres.

“Competence in logistics means accurately planning the worldwide dispatch of letters and goods and organizing this efficiently so that customers receive their shipments on time anywhere in the world.”

## Warehousing and fulfilment: Rely on perfect organization.

### **Optimize costs through efficient warehouse management**

No matter what the shipment of your goods involves, Swiss Post offers you all the services you need from a single source. We take care of warehousing, order processing, addressing and mailing. Moreover, we process any consignments returned to you by the end customer. If you would like us to customize these services to meet your individual needs, we will be happy to oblige.





# Distribution: Know the right time and place for your shipments.

Our logistics know-how sets new benchmarks in all areas. With Swiss Post at your side, you will always have access to flexible solutions. We can link you up to a global network of distribution and logistics partners and ensure that you have access to customized value-added services. Whether you are looking to distribute letters, direct mailings, publications or small goods up to 30 kg: our short delivery times and highly reliable services will help you reach your targets.

## **Optimize goods shipping with efficient consignment preparation**

Guarantee yourself a customized service at the best possible rate. Would you like to ship large volumes of small goods weighing up to 30 kg abroad? We address, package, frank and sort consignments according to your requirements.

## **Appear as a local company worldwide**

Simulate proximity to your customers – even abroad. Our innovative franking solutions allow you to appear as a local company, even in other countries. On request, we can also provide you with a return address in the respective destination country. For increased acceptance among your customers.

## **Seamless coordination of collection, forwarding and customs clearance**

We know how important it is for your international consignments to be delivered reliably around the world. As your professional partner, we also take care of logistics and administrative tasks related to the international distribution of your goods. Whatever the size of your delivery, we provide you with all the support you need and offer a customized solution for every eventuality. Furthermore, the timing is entirely flexible: you are free to choose the collection time and thus determine when your customers receive the goods.

“The international distribution of your goods consignments requires accurate planning and efficient organization so that your customers can be reached in good time anywhere in the world. We manage all your logistics processes professionally from a single source.”





### **Rely on efficient, professional customs clearance**

Our professional expertise ensures that your goods are forwarded across borders without a hitch. We offer advice on all matters, from import regulations and duty-exemption limits to tax rates and customs duties in the destination countries chosen by you. And we provide you with helpful sample documentation which is required for international goods shipping.

Our experts take care of import customs clearance, transit and export on your behalf and also handle return customs clearance for returns.

The advantage for you: our simple customs-clearance solution and fast availability of your shipping papers will help you reduce the work involved in consignment preparation.

### **Always use tailored delivery solutions**

Would you like your mailing to be delivered in a timely, efficient or cost-effective manner? Then you need look no further than our tried-and-tested dispatch solutions. They are tailored to meet your specific needs, and thanks to our intelligent value-added services such as registered, personal delivery, consignment tracking and proof of delivery, your consignments will always reach their destination safely.

Delivery of cash on delivery (COD) items? No problem! On request, we will hand over your consignment upon payment of the COD amount. This method allows you to receive your money easily and securely, thus minimizing risk.

### **Impress your customers with a fast replacement issue service for catalogues**

Offer your customers a personal and prompt service – even for individual catalogue requests. Thanks to Swiss Post, you do not need to wait to reach a critical minimum volume to achieve potential postage savings. We will even dispatch individual copies on the same day. And we will include all services on request: warehousing, picking, packaging, dispatch and printing of the recipient correspondence. This saves on expensive in-house solutions and allows you more time for your core competency.

#### **The advantages for you:**

- Thanks to our tried-and-tested distribution solutions, your consignments will reach your customers in good time, anywhere in the world.
- Smooth distribution procedure thanks to sound advice on logistics matters.
- Reduction in processing costs for returns.

# After sales: Professional customer support all the way.

## **Satisfied customers all-round thanks to perfect service**

Ensure your customers remain satisfied once they have made a purchase – even if a problem or question arises. Our modern Customer Care and Service Centre provides your customers with professional and friendly support. Our trained team works actively to ensure satisfaction among your national and international customers in the event of any shortcomings, payment queries or exchange requests.

We implement your individual requirements in a flexible and customer-focused way and offer a wide range of languages and a variety of services: from our hotline to order acceptance, customer care, complaints management and collection – we know what perfect service involves.

## **Process returns efficiently**

Every mailing generates returns, even when using carefully updated address files. Leave the management of returns to us and we will relieve the pressure on you significantly. Swiss Post will process your returns efficiently and reliably as per your instructions, whether this involves making physical deliveries, updating addresses or destroying items.

This means that your customers can return ordered products at any time, in accordance with the customary terms and conditions of the country in question.



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