

# Swiss Post International

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## **Flexibly combined product ranges ensure success abroad**

**Innovative direct marketing services, comprehensive services for newspapers and magazines, dynamic offerings for small goods shipping and reliable distribution for business mail: with these product ranges that can be combined flexibly, Swiss Post International ensures that companies are successful – worldwide.**

Informing and winning new target groups, retaining and supplying existing customers. The four product ranges are key. "In this way", says Marina Bartetzko-Meyer, Head of Products, Marketing & Communication, "we can combine all products and services and offer companies genuine added value."

Swiss Post International offers companies the expertise they need to develop new markets abroad, regardless of whether the aim is to win new customers with a promotional letter, distribute daily mail reliably or safeguard the international dispatch of newspapers and magazines and small goods shipments.

### **Direct Marketing**

Swiss Post International has developed innovative and economical solutions for direct marketing. Companies which send promotional mailings worldwide and expect a high response rate can thus reduce waste circulation efficiently and optimize their mailing activities. For example, addresses can be checked with International Address Cleaning prior to being used for mailing campaigns so as to ensure a high delivery rate. The Direct Marketing range ensures that

- maximum response rates are achieved for promotional mailings
- waste circulation is minimized
- the most suitable delivery channel is selected
- responses are processed efficiently.

### **Newspapers and magazines**

Daily newspapers and magazines, annual reports and customer magazines reach their recipients worldwide thanks to Swiss Post International. This is the product range for companies and publishers which mail publications on a regular basis and wish to ensure that their newspapers and magazines arrive reliably and are delivered to subscribers and newsstands and are published online with no delays.

Value-added services such as subscriber management and reader support, dispatch preparation with Packing & Addressing and newsstand distribution provide companies with customized solutions. Precise logistics and distribution plus the expertise of Swiss Post International ensure that

- companies receive a full service from a single source
- consignments reach the intended recipients worldwide punctually and reliably
- advice is provided for the specific industry on a personal basis
- high quality is guaranteed along the entire value chain.

### **Small goods shipping**

From DVDs to brand-name shirts. From natural cosmetics to leisure items. Swiss Post International delivers small goods in the B2C field quickly and securely – worldwide. For distance sellers and companies which attach importance to flexible logistics and mailing solutions.

For consignments being mailed to countries outside the European Union, Swiss Post International supports companies with customs and tax-related matters and with efficient returns management. Small goods shipping with Swiss Post International means that

- a high receipt rate is achieved worldwide
- companies collect their money with a secure collection procedure
- the consignments can be tracked
- customers can return goods easily.

## **Daily mail**

For important business mail, reliability is a top priority. For banks which mail account statements, insurance companies which mail quotations and policies, and companies who want to play it safe when mailing invoices. With daily mail, Swiss Post International ensures that

- brochures and informational materials are mailed quickly
- consignments are collected upon request
- delivery of letters is documented, e.g. by registered mail or registered mail with acknowledgement of receipt
- important and confidential consignments reach the recipient securely.

## **Innovative, flexible and dynamic**

Innovative marketing strategies can be implemented best when several product ranges are combined. Winning and retaining customers entails quite different challenges for companies compared to mailing and managing goods consignments. "In the future, it will be increasingly important to support companies not only with carriage solutions but also in terms of personal advice and flexible solutions", says Bartetzko-Meyer. "Swiss Post International advises companies along the entire value chain, from beginning to end."

For example, publishers can win and retain new subscribers with Direct Marketing, prepare newspapers and magazines for mailing with Packing & Addressing and then deliver invoices securely with Swiss Post International.

The flexible combination of individual product ranges also pays off for distance retail. While the product catalogue has just left the building, the small goods are already being prepared for mailing so they can be sent out as soon as the order arrives.

More information can be found at [www.swisspost.com](http://www.swisspost.com)