



Solutions for financial service providers.
More time to focus on your core business.

Excellence delivered.

SWISS POST 

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“Your focus must always be on your own core competency. This is the only way that you can provide your customers with the best possible service and remain one step ahead of the competition.”

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

If you wish to achieve success with your customers, there are two deciding factors for you as a financial services provider: trust and security.

Highly sensitive data are your day-to-day business, whether for financing and payments in the banking sector, or protecting property and people in the insurance field. As such, it is extremely important that you always use professional and secure solutions in production, logistics and document shipping. Your customers expect their documents to be delivered in excellent quality and with absolute discretion.

Furthermore, you must demonstrate a host of additional skills if you are to secure long-term customer relationships: individual support services, seamless document and information management, as well as professional direct marketing are essential for a forward-looking partnership.

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 to focus on your core business. With the help of Swiss Post, you can increase the benefits for your customers by providing a comprehensive offering, additional services and complete security.



Customer acquisition and retention: The right instrument for every customer lifecycle.

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.

Sustainable growth thanks to long-term customer loyalty

Build up your knowledge of your customers to better orient 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 on 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 or 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. Thanks to newly acquired contact data, you will have an insight into your customers' life cycle at all times, thereby providing long-term benefits.



“Close customer contact via the right communication channels: the key to successful long-term customer retention and a good reputation.”

Customize value, payment and credit cards for your customers

Quality, security and reliability play a key role in the manufacture of your cards. As one of the leading providers of payment, value and credit cards, Swiss Post guarantees total security at all process levels. Thanks to customized designs and high-quality processing, your customers are guaranteed a unique product, which in turn generates a greater level of identification with your company.

All of these services are available from a single source. Once the cards have been produced, we will take care of all your distribution logistics and deliver to your customers worldwide. Here too, we can guarantee complete security.

Exploit more options with our chip card system

Innovative, flexible and efficient. JACOS® is a completely secure, independent chip card operating system for your bank cards and credit cards. In addition to fulfilling the current requirements for bank and credit cards, it also meets your individual needs with regard to loyalty programme integration. JACOS® can be implanted into a credit chip card as a single module or can be used as a personalized card in card mailings – in line with your wishes.

The advantages for you:

- Hassle-free global dispatch of direct mailings based on advice from our direct marketing experts.
- Lasting positive contribution to the company's success thanks to successful customer acquisition and retention.
- Image enhancement through emotional brand experience.
- Stronger brand by linking service quality and service.
- Differentiation from the competition thanks to exclusive products and services.





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 and systematically develop your physical mailroom into a digital information hub, ensuring that information is available at any time, anywhere.

We scan application forms, policies, 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. 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.

“Optimize costs, boost profits and increase productivity: checking and revising existing business processes is always worthwhile and will pay off in the long term.”

Document Output: Maximum security for value-enhancing business processes.

Maximum security standards, adaptability and multi-channel output for value-enhancing business processes: with professional document output management you can strengthen your customer relationships. Furthermore, we prepare your documents individually and send them to your customers in a timely fashion.

Rely on maximum confidentiality for data management

Combine security with control for 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 exercise the greatest of care in all areas – 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, credit notes, policies and account statements.

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, account statements or policies, 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 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 quality: 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.



“When sending documents comprising sensitive data or content, values such as confidentiality, data security and reliability take top priority.”

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

When it comes to shipping, trust the experts. Thanks to our experience in logistics, you will always have access to tried-and-tested solutions. What is more, we can link you up to a global network of distribution and logistics partners, providing flexible access to customized value-added services and allowing you to benefit from short delivery times. As you would expect, all our services are entirely reliable.

Optimize dispatch by means of efficient consignment preparation

Guarantee yourself a customized service at the best possible rate. If your company ships large quantities of letters, direct mailings, publications or small goods abroad, we will be pleased to tailor our services to meet your individual needs. We address, package, frank and sort consignments according to your wishes.

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 greater acceptance among your customers.

Seamless coordination of collection, forwarding and customs clearance

We know how important it is for your international correspondence to be delivered quickly and reliably. As your professional partner, we also take care of logistics and administrative tasks related to the international distribution of your consignments.

Rely on complete security during delivery

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

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.

The advantages for you:

- Cost and time efficiency through seamless and professional logistics solutions.
- Fast and secure delivery.
- Reduction in processing costs for returns.

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