

Reduce internal resources needed to print letters and printing costs

Myer Furniture transform the way they contact their customers

Myer

Myer is Australia's largest department store group, and a market leader in Australian retailing. They offer an unrivalled choice in the latest national, international and 'exclusive to Myer' brands across women's, men's, and children's fashion, as well as accessories, cosmetics, homeware, furniture, electrical goods and much more.

With a valuable footprint of 65 stores in prime retail locations across Australia, generating total sales of over \$3.2 billion in FY2009 (including sales by concession operators), Myer is a leader in Australian retailing. Myer has a strong connection with its customers, with one of the most reputable retail brands in Australia. It is known for its welcoming, familiar, trusted, stylish and fun shopping environment as well as its strong culture of philanthropy and local community engagement.

www.myer.com.au

Improving quality and productivity while maximising savings is the goal of every organisation. It's the key to profitability. Australia Post eLetter solution's – based on PrintSoft's Hybrid Mail technology – can help your organisation achieve this goal with our professional mail preparation and production service.

eletter solution's offered services are a powerful ally in consolidating your mail and costs – to help save your business time and money in preparing and producing mail. Its superior personalisation and speed to market capabilities, combined with the quality and cost efficiencies of eletter solution's nationwide print and distribution

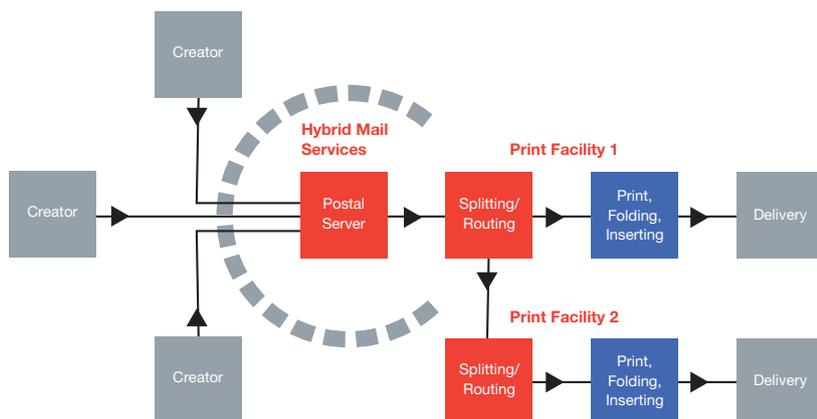
network (Hybrid Mail network), adds up to an extremely effective and valuable solution for targeting your customers.

Automated online, eletter solution's services is a highly efficient, cost-effective and flexible service for managing direct and transactional mail communications. It works by firstly formatting your data into the required communication template, including addressing, appending DPIDs and pre-sorting to access all available postage discounts. The document is then placed into the the eLetter Solutions nationwide print network where it is printed, folded and lodged into the mail system for prompt delivery – all managed from your desktop.

The Challenge

The Myer Furniture Group needed to contact customers when their furniture arrived in Myer's warehouse, to arrange final payment and collection. This previously involved phoning customers.

However, it was difficult to reach people during business hours, and, after hours, people were not always receptive to the intrusiveness of a phone call.



Case Study Myer Australia

The Solution

Using Hybrid Mail, Myer Furniture finds that personalised letters have generated much higher response rates than outbound phone calls, reduced costs by 40 percent, and led to happier customers due to the less-intrusive nature of mail, allowing customers to respond when and how it suits them.

“The key benefit is that we’ve been able to move the furniture a lot faster through our warehouse environment and that’s led to a reduction of damages—because the longer you hold furniture the more chance you have of having problems there.

“But, secondly, we’ve been able to reduce our costs because we’ve been able to centralise our contact centre. We had five sites in Australia that we’ve now centralised into one location.

We wouldn’t have been able to do that without eLetter Desktop*. We’ve moved from making outbound calls that were ineffective to now taking inbound contacts via e-mail or the phone—and achieved a 40 percent reduction in our costs.”

“It’s been a two-pronged attack: getting the new units to the customer faster and more efficiently, and also reducing the cost of the business.”

** This case study refers to the use of eLetter Solutions’ branded version of MailDirect known as eLetter Desktop.*

PrintSoft

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About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications. PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

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