



PRINTING AND MAILING INDIVIDUAL LETTERS TO ONE MILLION CUSTOMERS

CLIENT

DENTAL CLIENT

NUMBER OF MAILINGS

1.2 MILLION PA

RESULTS

£100,000 PER ANNUM SAVED
ON COST OF MAILING

7500 STAFF HOURS PER MONTH
SAVED



INTRODUCED OUR OFFICE MAIL
SOLUTION - CLARITY MAIL



OVER 300,000 MAILINGS
SENT PER ANNUM



BRAND CONSISTENCY

OVERVIEW

Our client is one of the UK's leading providers of dental healthcare, with over 300 practices in the UK serving in excess of three million patients. Their business focus is to develop a superior dental care brand delivering high quality dental care in a professional environment. The company has been acquisitive in the healthcare market and continues to add new practices to its operating portfolio.

Written communication plays a significant role in patient retention for this business. However the process of printing and mailing letters was not being managed efficiently due to the time taken to print and mail over one million items.

The client's brand was also not being consistently adhered to by practices, with letterheads and mailing inserts often being sourced locally rather than through the marketing team.

THE CLARITY MAIL SOLUTION

Clarity Mail is a 'Desktop to Print' solution. It allows organisations to print and mail millions of letters direct from their computers, at the click of a button.

The main challenge for our dental client was to roll out the software platform to an initial group of 200 practices and provide suitable training to up to four staff in each practice.

Working in conjunction with the clients IT central services team, we ensured the installation of the Clarity Mail system across the company.

Integrity then arranged and ran individual webinars with each practice to ensure that all staff had the opportunity to see how the system operated at a practice level.

The initial webinars were supported by a series of dedicated short videos posted to the client's intranet, to provide reminders of the key elements of the service.



A dedicated technical support helpline was also set up and continues to provide an ongoing service to the practices if they have any questions about submitting mailings through the Clarity System.

BUSINESS BENEFITS

+1.2M
MAILINGS

The client now has over 250 of their practices using the Clarity Mail service. The service is also used in the client's head office in their HR, Marketing and Finance departments. To date over 1.2 million letters have been submitted through Clarity Mail.

+£100k
SAVED PER ANNUM

COST BENEFITS

Branches no longer need to invest in renting franking machines which has delivered a calculated saving of over £100,000 per annum.

→ → →
ON-BRAND
CONSISTENCY

BRAND CONSISTENCY

All documents submitted through Clarity have total consistency of material and print quality keeping all communications on-brand.

↑ **7500**
HOURS SAVED

STAFF TIME

Research with the practice managers has suggested that the Clarity Mail service is saving all 250 branches an average of 7,500 hours per month due to no longer printing, folding, enclosing and franking envelopes.

"The implementation of Clarity means that we are now delivering consistent brand communications across the Group, while delivering significant operational cost savings to each of our Practices"

Gemma A, Head of Marketing

START SAVING WITH CLARITY MAIL TODAY

LET'S TALK



**INTEGRITY
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