



CASE STUDY



**UK and International
credit providers**

SCHEDULED DIRECT AND TRANSACTIONAL COMMUNICATION WITH CUSTOMERS, INCLUDING DATA, BUDGET AND CRITICAL PATH MANAGEMENT

SCHEDULED AND MANAGED DIRECT MAILING

Reaching customers on time with accurate client communication

JULY 2016 - JULY 2017:

- 1,120,000 CUSTOMER PACKS PRODUCED
- HEAVY INVESTMENT IN PITNEY BOWES MAILING MACHINERY & FILE BASED TECHNOLOGY
- ISO27001 ACCREDITED

01

AlphaGraphics have been working alongside the biggest name credit providers for over ten years, with an expert knowledge and understanding of their demands, schedules, requirements and their customer needs.

Scheduling direct and transactional mail, including highly personalised, multi-component communication, new client contact and advertising, billing information, reward scheme updates and change of details updates.

02

03

Following client approval of print and content, 24 hour production ensures timeline and budget adherence. Critical path management triggers client's customer communication being sent at specified times.



alphagraphics



QUALITY

Quality and data adherence is checked at random intervals throughout production, with all print quarantined until client release for maximum accuracy and efficiency.

FACILITIES

With 24 hour, world class print facilities including the highest grade of litho and digital print capability, AlphaGraphics are able to complete the highest quality print in varying quantities.

PRODUCTS

Client communications are created through our innovative design and technical teams, with cross-media marketing experts and print professionals ensuring our digital, litho and large format portfolio is second to none.

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