

ROMAX™

ISSUE 6

Increase your sales with
relevant and inspiring communication

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your members happy?

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Breaking Through Communication Barriers



How to keep your members happy



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It is clear that any individual committed enough to your organisation to join as a member likes what you have on offer and wants to engage with your brand. They actively want your offer and membership communication, benefits and recognition.

Why is it then that far too often a member is seen as 'job done' once they have joined? This short-sighted view that organisations need invest no further in active members, or with the same vigour as new member acquisition.

This is false economy. Attrition of dis-engaged members – the leaky bucket- will far outweigh any upward membership growth. A managed and concerted approach to communicating with current members as well as seeking out new members in equal measure will pay dividends.

Members want to belong and feel engaged with your brand, but not necessarily wish to engage in social media forums or open table events. Statistically the majority of the population prefers not to give out or share publically. They do however want to know what's going on and be told about it – not have to go looking for it.

Proactive Membership Organisations regularly send out communications relevant to their members. Vocational or Professional Membership Bodies distribute information that is both pertinent to the member but also highlight industry related issues and what they as an organisation are doing about them. If your membership is more associated to retail or leisure activities, then regular offers and experiences need to be shared making membership communication key.

MEMBERSHIP COMMUNICATION METHODS

After the initial flurry of communication following a member's registration there is often a 'dry season' relating to communication. If your organisation does send out regular communication such as a members' magazine, then this is commendable as regular touch points are maintained which is fantastic.

If you send out a quarterly publication, for example, it could be up to three months after registration before further contact is made. Therefore, measuring your members' activity on a monthly basis, via transactions, enquiries, web visits to member only sections of your website and completing a measured communication plan, will allow you to gauge what communication they should receive, demonstrating your proactive approach to ensure they remain an engaged member:

A 'come on get involved – benefits of membership remember' style communication, or to the other extreme: a "you're the best thanks for being so engaged – what else can we do for you?" style of message.

If cost is a limiting factor around increased communication, then consider this:

- What is the cost NOT to communicate resulting in a loss of a member?
- How much does a New member acquisition cost compared with member retention?

If you do send out a publication, then now is the time to start thinking a little smarter. Instead of simply sending a magazine, current technologies allow for a far more personalised message that is driven by data. A message that can be communicated through the mailed magazine pack, personalised member portal or electronic communications will add value and further engage members leading to longer value memberships.

WELCOME PACKS: Case Study



CASE STUDY

Romax were engaged by Plusnet to help produce a welcome pack with more 'punch' that would help provide a clearer onboarding message to their new service users, whilst reducing the number of calls to their call centre from new customers seeking help and clarity during setup.

We provided a unique and truly dynamically personalised welcome booklet that is self-contained as a reference document containing all of the onboarding instructions and containing the specific contract information for the client, rather than a generic folder and loose inserts.

Presented in a simple and easy to understand format, printed and mailed in a sealed, one-piece booklet, the pack helped to reduce new user calls by significant volumes and received a Plusnet User 'Rave' Rating of almost 5 stars!

These solutions reduce print quantity, reduce waste, reduce storage, and will dramatically reduce the number of new client enquiries, whilst adding value and brand engagement.

HOW DOES OUTSOURCING YOUR COMMUNICATION ADD VALUE?

There are a series of factors in producing successful communication. Regardless of the sector you work in, you must know your client lifecycle, have an active plan to create recruits, increase engagement and ultimately maintain their custom or membership. The primary consideration however, is timely and effective communication.

The benefits of outsourcing are many, from budget optimisation; to freeing your team; to focusing on strategy rather than process. Here are some powerful reasons to outsource your communication:



TIMING: INCREASE CLIENT SATISFACTION.

The quicker your new service user or subscriber receives their welcome pack, the better your brand is perceived and the sooner they start to use your services. The assurance that your customer feels when they receive their welcome pack promptly, translates to future revenue for you.

AUTOMATE YOUR PRINTED COMMUNICATION – SAVE TIME.

By simply uploading data through a secure transfer site, Romax can create electronic or physical communication packs, releasing you and your team from the daily inefficient process of producing them internally, often using technology and equipment that may not be best suited for the task.

Efficiency – By using an expert that specialises in data driven communication whether printed or electronic, you will

save time in preparation, proofing, printing, delivery, and response management.

Quality – The accuracy and data security of the communication, the paper stock, content and presentation impacts on your subscribers' psychology and association with your brand. Using an externally vetted supplier holding quality and security accreditations, provides you with reassurance.

Cost Saving – Organisations sending larger volumes of communications, will benefit from volume discounts, whilst smaller volume users benefit from the supplier's economy of scale to gain a cost advantage.

Romax IS A SPECIALIST IN DYNAMIC DATA DRIVEN COMMUNICATION ACROSS THE WEB, ELECTRONIC COMMUNICATION AND PRINT. WE DO NOT BELIEVE THAT COMMUNICATION SHOULD BE STATIC OR BE LIMITED SOLELY TO THE NAME AND ADDRESS; COMMUNICATION PLATFORMS SHOULD BE END-CLIENT FOCUSED.

Increase your sales with relevant and inspiring communication



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Appropriate communication is one of the most important elements of good customer experience (CX), which is essential in today's consumer-centric world. According to Gartner, 'customer experience is the new battlefield . . . the only truly durable competitive advantage'. By providing better CX, you can outdo your competitors and drive more growth. So nowadays brands are starting to put the customer at the very centre of their world by investing more money into CX strategies.

COMMUNICATION IS THE BEDROCK OF ANY GOOD CX STRATEGY

Compared to twenty-five years ago there are many more communication touchpoints throughout the entire customer journey. People can connect with brands at any time via a wide variety of channels on a variety of devices. Think Snapchat, Twitter and Facebook, as well as email, SMS and live online chat. And that's not to mention traditional channels such as the telephone. Customers expect brands to keep up with this type of 'on-demand' communication.

Those aren't the only touchpoints;





bills, statements, contracts, welcome packs, service updates whether electronic or printed, should be used as positive enforcement communication as well.

Getting communication wrong will have a negative impact on CX which in turn can be damaging to a business. Getting them right, on the other hand, will propel your brand forward and help you exceed your targets.

SO, WHAT IS 'APPROPRIATE' COMMUNICATION?

Communication can be broken down into four areas:

- Relevancy
- Personalisation
- Timeliness
- Regularity

Relevant simply means the communication relates to the customer's expectations, needs or preferences. So, if you're sending out a marketing promotion, make sure the offering is something the customer is interested in. Otherwise the recipient might get annoyed and this will have a negative effect on your brand. This is also applicable when dealing with customer service complaints or queries.

Personalisation means the communication is specific to the individual. On a basic level

it can be something as simple as using the customer's name i.e. addressing them as a specific individual rather than a faceless profile. On a more advanced level, it's about knowing their preferences and using that info to tailor the communication to the individual.

Timely communication is very important, especially when the customer expects it. It's particularly crucial when replying to customer service queries or complaints - if you leave it too long, you're likely to infuriate the customer and lose their respect. Being timely isn't just about punctuality either - it also means being there at the right time just when the customer needs you.

Regularity is about maintaining a positive relationship with customers by keeping regular contact with them about company changes. It's a great way to build trust and loyalty.

SO HOW DOES APPROPRIATE COMMUNICATION IMPROVE SALES?

Some of the benefits are more immediate. For example, personalised mail or email with highly relevant content generally leads to better conversion rates. Whereas regular and timely communication can improve the customer retention rates,

leading to repeat business.

The other benefits of appropriate communication are long-term. By providing a consistently good CX, people will be more likely to stick with you and recommend your brand to other people, all of which contributes to sustained growth.

HOW CAN YOU MAKE APPROPRIATE COMMUNICATION INTEGRAL TO YOUR BUSINESS?

To start with, audit your entire communication strategy; which is to say, look at every communication touchpoint throughout the customer journey. Are your customer communications relevant, personalised and on-demand? Or are they un-targeted, generic and hard to access? Are you making use of customer data to understand their preferences? In fact, do you even know what your customer's preferred methods of communication are? What impact does your communication have on overall CX? Does it improve or hinder it?

Once you've answered these questions, you can bring all the information together, map it out and develop a single customer view that enables your company to implement an improved communication strategy.

Team update

Our team of communication evangelists has expanded, as we welcome four new outstanding individuals: Elisa David, Karina Wisniewska, Nick Kenyon-Muir and Gary Miller.

Elisa has been employed as an Administrative Assistant who reports directly to the Client Services Manager, Charlene, and works within the dedicated team of account managers to ensure your work flows through smoothly. Her responsibilities include managing the day to day administrative tasks within the department, along with managing the whole process from inception to completion of clients' communication campaigns.

Our new Trainee Data Processor, Karina, is studying part-time, for a BSc

degree in computing (which shows fantastic dedication) whilst starting her career in our industry. As well as adding to our data processing capacity, Karina will eventually use all her new-found skills in programming to boost Romax's capabilities to create and build complex data driven document workflows and API's.

Nick joins us in a Sales and New Business Development role. Nick has a wealth of experience in the communication industry. Having worked in print and communication for the majority of his career so far, he has also run his own business development agency, so thoroughly understands and appreciates how to help our clients make the very best of their campaign for maximum cut through and ROI.

Gary, has recently joined Romax as a

Xerox iGen Digital Press Operator, previously being an engineer for Xerox we hope that we never have a machine breakdown again! A tough ask maybe, but he does give Romax an even deeper level of knowledge and experience in maintaining our complex digital printing presses. Gary will bring extra capacity to our Digital Print team by helping to run our recently purchased 2nd Xerox iGen 5 with thick stock capacity and our two brand-new mono digital presses.

We are pleased to announce that Indre will be taking maternity leave effective from February 2019. In her absence, Simon and Karina will be covering her role. We look forward to seeing her return. Please join us in wishing Indre and her family a healthy delivery and all the best with her new-born.



ELISA DAVID



KARINA WISNIEWSKA



NICK KENYON-MUIR



GARY MILLER



INDRE LUKAITE-SUTULA

Industry news

DIRECT MAIL VOLUMES INCREASE AS MARKETEERS RETURN TO A MORE TANGIBLE APPROACH:

With GDPR now very much embedded in our psyche, the way that marketing departments have reacted demonstrates a clear increase in printed marketing communication spend, particularly in direct mail. A combination of legitimate interest, with its specific allowance provided to direct mail over other media, plus the measurable impact it creates is proving too tempting to ignore!

POSTAGE INCENTIVES GALORE

Whether you are new to direct mail, wanting to increase your spend or simply want to

test a market, Royal Mail have produced a variety of highly attractive incentives in addition to the mailsort discount.

FIRST-TIME USERS

- send a minimum of 10,000 items per mailing
- if you are a lapsed advertising mail customer with no spend on advertising mail services over the past 24 months

TESTING AND INNOVATION

- planning to extend your mailing database or increase the weight of your mailing campaign? You might be eligible for 15% incentive if you are running a campaign not less than 10,000 items

GROWTH AND VOLUME INCENTIVE

To get a 7.5% discount, you need to commit to the volumes higher than your Current volume.

If you exceed the committed volume, you will be eligible for 15% credits.

ICO

The Information Commissioners Office (ICO) has published a great deal of information lately and is a great resource for all you data focussed marketing types!

BREXIT is a concern so the ICO has provided a 6 Step guide to Brexit. This is a well written and clear guide and is certainly NOT a dry and boring document. You can find it on ICO website by searching for "Leaving the EU – six steps to take".



GHANSHYAM VADADORIYA (SHYAM)

Job Role: Data Processor

KEY ROLE: Working within the data processing team at Romax, Shyam's key role is to process and prepare client data. Preparing files received in a multitude of formats and states of readiness, so that they meet the exacting standards required to communicate our client's message.

Using industry leading software, Shyam will remove unmailable records, extract and format address records into a usable-format, remove duplicates and suppress data against goneaway files, movers and the deceased register, mailsort and cross check the data for campaign use.

LENGTH OF SERVICE: 7 Years

That's approximately:

- 3, 937, 501 clicks on a mouse!
- 15,750,000 key strokes
- 13,125 data files processed
- 14, 000, 000 data records processed

AGE: The right side of 40! (Which side of course depends on your own outlook!)

Why is Shyam a super hero?

Data processing requires tenacity, attention to detail, accuracy and above all patience! Taking a file that is in a poor state and creating a data file that will represent a client's brand in an accurate, 'clean' and error free way is not a job that many people master and importantly, take great pride in.

Why else does Shyam stand out?

Shyam's modesty when praised and his ability to spot issues in data early on in the process makes him an invaluable member of the team. Working 'behind the scenes' he does not seek attention but is very deserved of it!

What the Boss says:

It is hard to believe that Shyam has been working for Romax for almost 7 years! He is a highly regarded member of the team and a person that just 'cracks-on' with the job with minimal fuss. One of Shyam's most endearing qualities is to always have a smile on his face - even when the going gets tough! On many occasions, his expert opinion and advice relating to a job has been sought, and his technical knowledge has not only impressed me, but also impressed our clients too.

Well Done!

ROMAX Employee Focus

ROMAX – SPECIALISTS IN DATA DRIVEN COMMUNICATION MANAGEMENT



DATA
MANAGEMENT



CROSS
MEDIA



MEMBERSHIP
COMMUNICATION



DIRECT
MAIL



DIRECT
MARKETING



DISTRIBUTION &
DELIVERY

SOME OF THE ORGANISATIONS WHO WORK WITH ROMAX

