



# ROMAX

**"We Deliver the right message, to the right person,  
at the right time, using the right channel"**

On Demand and Integrated Customer Experience Communications

## NEWSLETTER

### ISSUE 16

Our Brands:

**ROMAX**



SMXi Software

# ROMAX – WELCOME TO “THE NEXT CHAPTER”

**A foreword from Robin Sumner –  
Managing Director.**

I am often asked  
*“What does Romax ‘do’?”*  
my reply to this is,  
*“How long have you got?”*



At a recent meeting a colleague said, it's simple – “we deliver the right message, to the right person, at the right time”. The whole group stopped and said that is exactly what we do. Even after 25 years of running Romax, moments like this make me proud of my team and confident that our clients are in good hands to meet the increasingly broad spectrum of services on offer.

With my degree in zoology, I am driven by the concept of Darwinism for a business to not only survive, but thrive, through evolution. Only the fittest survive after all. Adaptability is key to a business's evolution to the ever changing organisational needs. Both for our clients' needs as well as our own.

Romax's core services remain the same today as they were 25 years ago – connecting our clients with their customers through personalised communication.

Starting from a humble flat in south London, we have grown over the years to become a multi-million turnover business.

Our purpose is now clearer than ever – **we deliver the right message**, to the right person, at the right time (with one important addition) **using the right Channel**.

Whether it is marketing, sales, or operational communications, effective communication is essential. The use of email, SMS, direct mail, or the web should be timely and appropriate in order to achieve optimal results.

In an ever-evolving business like Romax, how do we communicate to our clients the breadth of services we offer? Let's start with our group brands – which are stand-alone service providers, but work together in an integrated and collaborative way to meet our clients' needs.

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 **SMXi Software**

# OVERVIEW

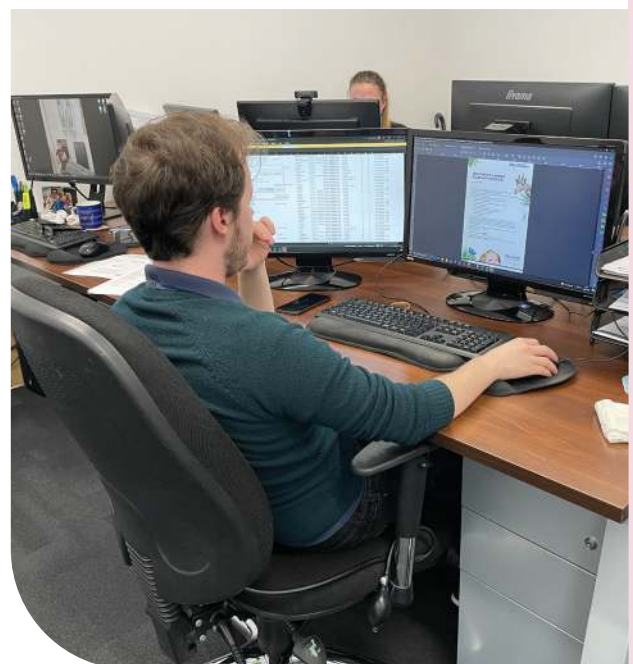
Communication is not just “two-way” it is continuous, multi-level and multifaceted. This is where the range of delivery channels and “appropriateness” of time and message cannot be set in stone. It must be flexible and easily adaptable. It must be driven by the data and the desires, responses and preferences of the client whilst remaining cost and impact effective – representing the very best of the brands that we work with.

## Pick and Mix – We are the true – One Stop Sweet Shop!

Romax works with clients across many industries including finance, utilities, arts, retail and membership organisations. From multi-national businesses to start-ups. The benefits of working with us are that we offer our ‘sweet shop selection – pick and mix’. We recognise that one client’s needs fundamentally differ from another’s.

At the heart of everything though is data driven communication. Whether you want to send a welcome pack or communication digitally, physically or across a hybrid of both; be it a single message or a hundred thousand per day, we have the platform and applications to streamline your communications.

**Whether you need a stand-alone campaign or a fully integrated data driven triggered customer experience, Romax will have a cost effective and proactive service to meet your needs.**



# ROMAX DIGITAL SERVICES

Due to the exponential growth in the use of smartphones and other devices worldwide, consumer behavior is changing. As a result of this rising challenge and demand, Romax Digital offers a range of products designed to meet these needs – and here we will take a closer look at each of them.

**EMAIL | SMS | Web and Integration**  
**Digital Document Creation and Delivery**  
**SMXi Software – Bespoke Software and Application Creation**

## DIGITAL MEMBERSHIP CARDS

- ✓ A low cost per member will save you money.
- ✓ Membership, loyalty, ticket and coupon use.
- ✓ Easy to use dashboard provides full control.
- ✓ Fully customisable & branded to your organisation.



## DIGITAL BADGES

With the rise of online courses across a wide range of skills, training providers must now validate successful exam candidates in a way that is fit and appropriate for the digital age.

Romax digital badges, are completely scalable, customisable, and secure. Additionally, badges can be revoked or upgraded digitally, for example, if a learner reaches a higher grade in the subject area, or fails a subsequent refresher exam.



For more information on Romax Digital Badges please visit this link  
[shorturl.at/jwFMO](https://shorturl.at/jwFMO)

## DIGITAL CERTIFICATES

In the past, Certificates were always associated with a tangible document, one made from paper. This is rapidly changing, with digital certificates replacing paper credentials.

Romax's digital certificate solution will allow membership organisations and education establishments to produce fully encrypted digital certificates in bulk.

From a security perspective, our digital certificates are fully encrypted meaning they cannot be manipulated or tampered with.





# DIRECT MAIL AND CARBON BALANCE

As far as reliability and return on investment are concerned, direct mail marketing has been a proven channel for many decades now. Research has shown that direct mail is more trustworthy than receiving cold emails (both for businesses and individuals).

The quality of the paper, the finish and the design of direct mail all contribute to the impact of a campaign and provide the recipient with a tangible 'feel' for a brand's strength and credibility.

When direct mail is used together with other digital communications, it will create rapport, increase brand recognition, and boost return on marketing investment.

The key to undertaking a project that reflects your brand is to have a trusted supplier like Romax with the required experience, technology and a proactive, diligent approach.



Direct Mail provides a quality impact, but must also demonstrate that it has a carbon balanced impact.

Our experienced and friendly staff would be delighted to learn more about your particular circumstances and challenges in order to provide you with the best possible support and guidance on direct mail.



As a carbon balanced printer, we are recognized by the World Land Trust'



Contact us:

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# CASE STUDY

## V&A Museum – Membership Communication

Membership card print and welcome packs •  
Improved targeted messaging • Reminders and renewals



### THE BRIEF

Overhaul the membership packs to improve on member level focus, decrease pack delivery times and allow for marketing messages.



### THE SOLUTION

Created an automated workflow that receives up to 40 member level data variants, and creates relevant member pack content.



### RESULTS THAT MATTER

Member packs can now be printed and delivered within 3-4 working days. The V&A reports that member satisfaction and engagement has increased.

