

Case Study



Sky

Sky first trialed our services in August 2004. We undertook a small test with their transactional mail using our TNT Post Premier solution, a 2 day definite service which offered them a fast, reliable and cost effective way of delivering bulk mail.

Our integrated software was installed within their mailing house which provided accurate bag fills, accurate forecasting and geographical production with minimal operational change.

After a thorough analysis of the seeds from the first trial, Sky concluded that it had been very successful. As a result, volumes were significantly increased and Sky decided to test several mail pieces of different creative and sizes, as well as various Direct Marketing mailings using the TNT indicia.



The feedback received showed that use of the TNT Post indicia on all Sky's transactional and direct marketing mail pieces had no adverse effect.

Sky have now rolled out TNT Post's service across all their marketing department mailings and there are several reasons why they have chosen to put their trust in TNT Post.

Accurate Timings

By using TNT Post Premier, a 2 day definite service, for the first time Sky have been able to schedule the day their mail pieces "land on the mat" without paying for a 1st Class service.

Track & Trace

TNT Post offers a full track and trace facility right the way through to IMC delivery. This is available to Sky through MailNet our on-line tracking system. Alongside our on-line tracking system Sky receive weekly management reports tailored to their specific needs and receive tailored invoices which allow them to separate their costs by internal department.



Flexibility

Because of our efficient logistical capabilities Sky benefit from more variable collection times which allow their mailing house far more flexibility with regards to production.

Cost Savings

With TNT Post prices more competitive than those of Mailsort 2 and by being able to plan accurately the day of delivery Sky were able to make considerable savings with regards to the "hidden costs" of their call centres, something that was deemed to be a major benefit by Sky's marketing department.

Sky's Testimony

"We have been extremely impressed with TNT Post's service. They have met all our expectations and offered an effective two day service for a sizeable piece of our business."

Kevin Trever, Procurement Manager (Marketing and Print), Sky