

TNT Post UK launches new product to improve customer response rates to Direct Mail campaigns

- **Easy Response Card simplifies customer engagement**

London 21st November 2011: TNT Post UK has launched a new unique Easy Response Card (ERC) - a normal postcard where the addressee is on a peel-able address label that can be removed by the consumer with a return address and pre-printed stamp ready to be posted back to the company.

An ERC is the perfect embodiment of the marketing motto – short and simple. It will get the message across quickly and directly. The card is easily returned by the customer making the entire procedure effortless for them but invaluable for market intelligence and ROI.

Ideal as a marketing tool, the ERC will provide quick and accurate results for any purpose that is employed making it a wise choice for any budget. This innovative service enables clients to contact customers in a smart and efficient manner and elicit the easiest possible response with minimal effort for the customer.

The card itself is small therefore copy contains only essential messaging making it more easily readable and understood at a glance.

The practicality and ease of the ERC can also be applied within the utilities sector as it is ideal for meter readings. It works just as well for address validation. The card can make an organisation more contactable and the simplicity of use means that customers are more likely to engage.

ERC's can also be used for surveys or feedback. Customers may be encouraged to provide comment on a postcard more readily than calling or writing an email.

Discussing the ease of response that the card brings Nick Wells, CEO TNT Post UK said:

“It's the convenience that will prompt customers to take action and respond to your offer or inquiry. With the ERC there's no log-on, no telephone call, no stamp purchase - it couldn't be simpler”.

For marketers the ERC is inherently accountable since results can be tracked and measured making any ROI obvious and calculable for marketers.

- Ends -

About TNT Post

TNT Post is the second largest UK postal company and has the resources to deliver both addressed and unaddressed items. It currently handles more than 200 million items a month.

Since the liberalisation of the UK postal market on 1st January 2006, TNT Post has continued to impress businesses and public sector organisations in the UK with its innovative, sophisticated mailing services that bring unrivalled value and flexibility to clients. TNT Post's high profile wins in the addressed mail market include BT and Centrica.

TNT Post has in a short period of time impressed businesses and public sector organisations with its innovation, high-level service approach and cutting-edge technology investments. It has achieved some significant wins across sectors such as banking, utilities, leisure and media.

TNT Post, formerly TNT Mail, was established in early 2003 and signed its downstream access agreement in April 2004 and began operations in late August 2004. Since its launch, it has developed a number of products for customers including Premier, Premier Sort and PremierSort Flex. For more information on these services please visit www.tntpost.co.uk.

Twitter: [@TNTPostUK](https://twitter.com/TNTPostUK)

TNT Post [Blog](#)

About PostNL

PostNL processes 8.8 billion addressed postal items (including 100 million parcels) each year and delivers to more than 88 million addresses in the Benelux, Germany, the UK and Italy. PostNL's main business is mail: collecting, sorting, transporting and delivering letters and parcels. The company also provides services in the area of data and document management, direct marketing and fulfilment. PostNL employs some 77.000 people. In 2010 the company generated a turnover of nearly 4.3 billion euros.

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