Hybrid Mail
Computershare & Portsmouth Water

Computershare

1. Problem

Portsmouth Water has been supplying water to Portsmouth and the surrounding region since 1857, servicing nearly 700,000 customers.

With a proud history of providing high levels of customer service, they wanted to improve how they distributed in-house communications to their customers.

Printing and sending approximately 50,000 communications in-house each year was a time-consuming, human resource-heavy task with little visibility or recording of communications sent.

Portsmouth Water wanted to find an alternative solution that lowered costs, was secure and reduced the risks associated with in-house distribution.

2. Solution

Computershare's Hybrid Mail solution allows clients to send documents to Computershare's production facilities to be printed, enclosed and dispatched via Royal Mail.

A print driver installed on Portsmouth Water computers allows their staff to send documents for print via an encrypted channel.

Letters are queued and can be approved, audited, held or cancelled through the management console to ensure quality.

Once dispatched, document images are stored within our secure digital archive and are immediately available for Portsmouth Water customers to view through our online customer portal, creating a single, transparent customer view.

3. Results

Computershare now dispatches approximately 50,000 letters per year on behalf of Portsmouth Water using the Hybrid Mail solution.

£50,000 per year is expected to be saved per year through administrative, stationery and postage cost reductions whilst continuing to support their excellent service record.

SNAPSHOT

£50,000
Annual savings since implementation

50,000
Documents sent out every year

"Computershare responded, quickly and were able to explain things clearly to me which helped with the smooth delivery of the Hybrid Mail solution"
Becca Watson
Customer Services Training Team Leader
Portsmouth Water

Looking to outsource your printing?
Speak to Computershare Communication Services
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Computershare.co.uk

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