



RECRUIT
RETAIN
RETURN.

Creating a lifetime of communication.

WELCOME to Precision.



Direct Mail is a much-lamented media channel that, prior to the Covid pandemic, was losing favour as an advertising and communication channel. Digital Marketing and customer apps replaced mail as a cheaper and more instantaneous method of communication.

But things have changed or at least rebalanced.

A renaissance for printed mail happened during a lockdown caused by the Coronavirus. The amount of information that needed to be shared ramped up considerably and mail was turned to as a trusted and reliable communication medium.

QR codes became commonplace and accepted by a society advised not to touch anything or anyone. A behavioural switch happened where society understood that a simple scan of a code opens the information they needed. The QR code has always been a very useful and powerful technology, containing heaps of data, especially for bridging the gap from the physical to the digital and being able to track engagement and subsequent purchases, registrations, or subscriptions.



The letterbox has become somewhat of an open channel while digital advertising has become crowded, intrusive and suspicious. We now think twice before we click on a link or search for a product on Google as we will have our social media space raided by unwanted adverts.

Throughout this brochure, you will understand how data, combined with technology, feed a highly sustainable production hub situated in the Suffolk countryside, to spearhead your lifecycle of communication through our Recruit, Retain and Return programme.

You will understand how consolidation and automation deliver a highly cost-effective results-driven method to recruit new customers to you, retain existing ones through their time with you and stay in touch with your former customers so they always return to you. ”

Gary Howard,
Director
Precision.



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RECRUIT.

Precision Connects™ is your geo-demographically profiled recruitment solution.

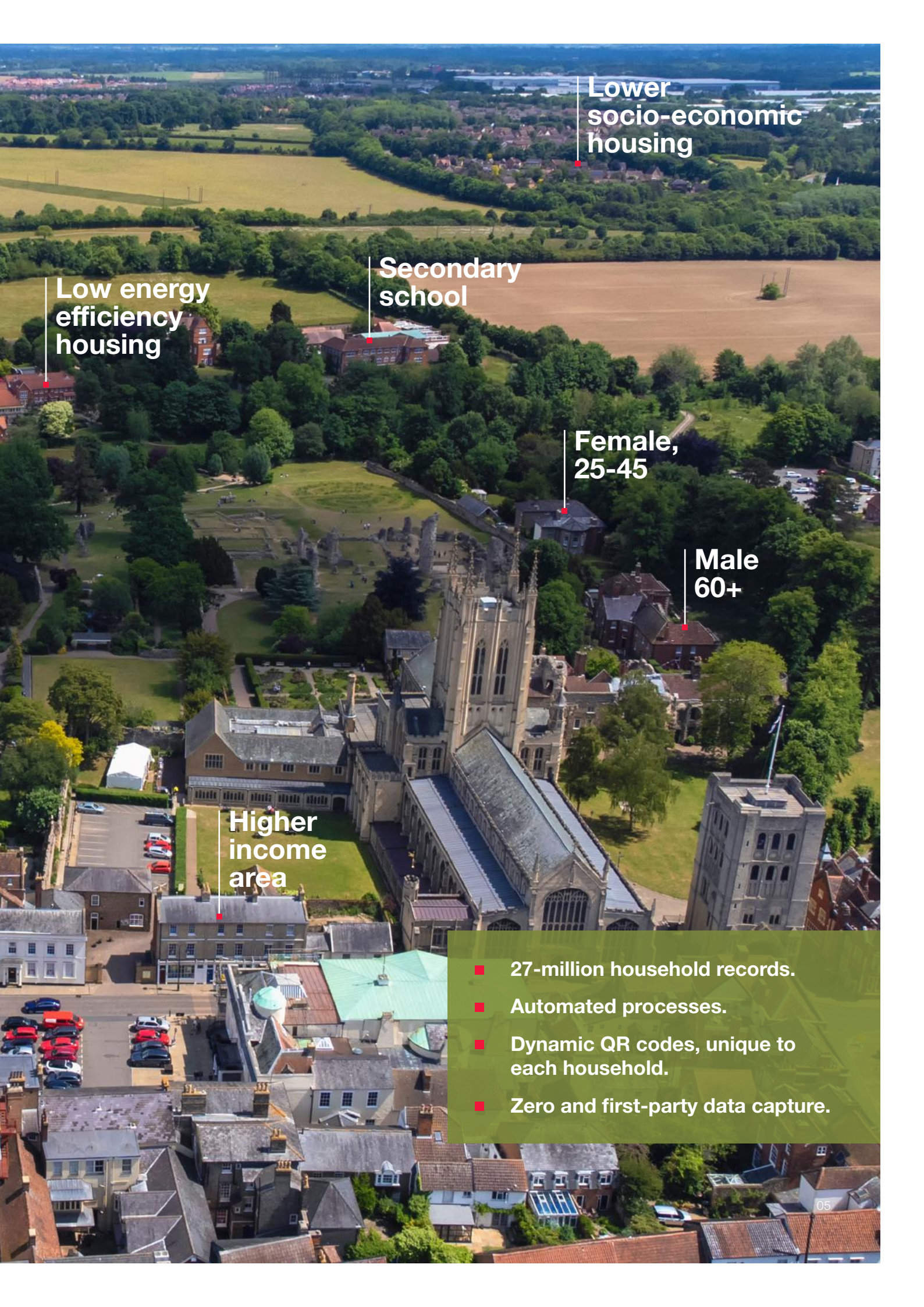
By leveraging targeted, location-based sustainable marketing communications, we help you reach your ideal prospects, whether your target audience is broad, or niche.

From global competition to economic uncertainty, recruitment can be a constant challenge. We built our web service, Precision Connects™ to deliver a targeted, geo-demographically profiled, direct recruiting solution.

Identify your perfect customers, craft tailored messages, leverage digital marketing, and implement data-driven strategies for a seamless purchasing experience. We prioritise your customers' experiences for effective acquisition.



Scan or click
to find out more.



Lower socio-economic housing

Secondary school

Low energy efficiency housing

Female, 25-45

Male 60+

Higher income area

- 27-million household records.
- Automated processes.
- Dynamic QR codes, unique to each household.
- Zero and first-party data capture.

RETAIN. ■

A continuous programme of communication. ■

The programme of customer retention begins and lasts for as long as they are with you. In addition to regular comms, such as invoices and statements, you may want to reach out with messages on wellbeing, additional information, guidance, or events.

Our document processing tool, Precision Engage™, receives documents from your CRM and delivers them to an automated workflow.

Using our technology, we then check, optimise, categorise and sort your files to ensure they are sent via the most cost effective postal service.

Precision Engage™ currently processes 1 million posted items a month through our Carbon Neutral, solar-powered hub in Bury St Edmunds.

- Engage more sustainably, for less cost.
- Innovative approach.
- Stock management and distribution of communications and merchandise.



Scan or click
to find out more.



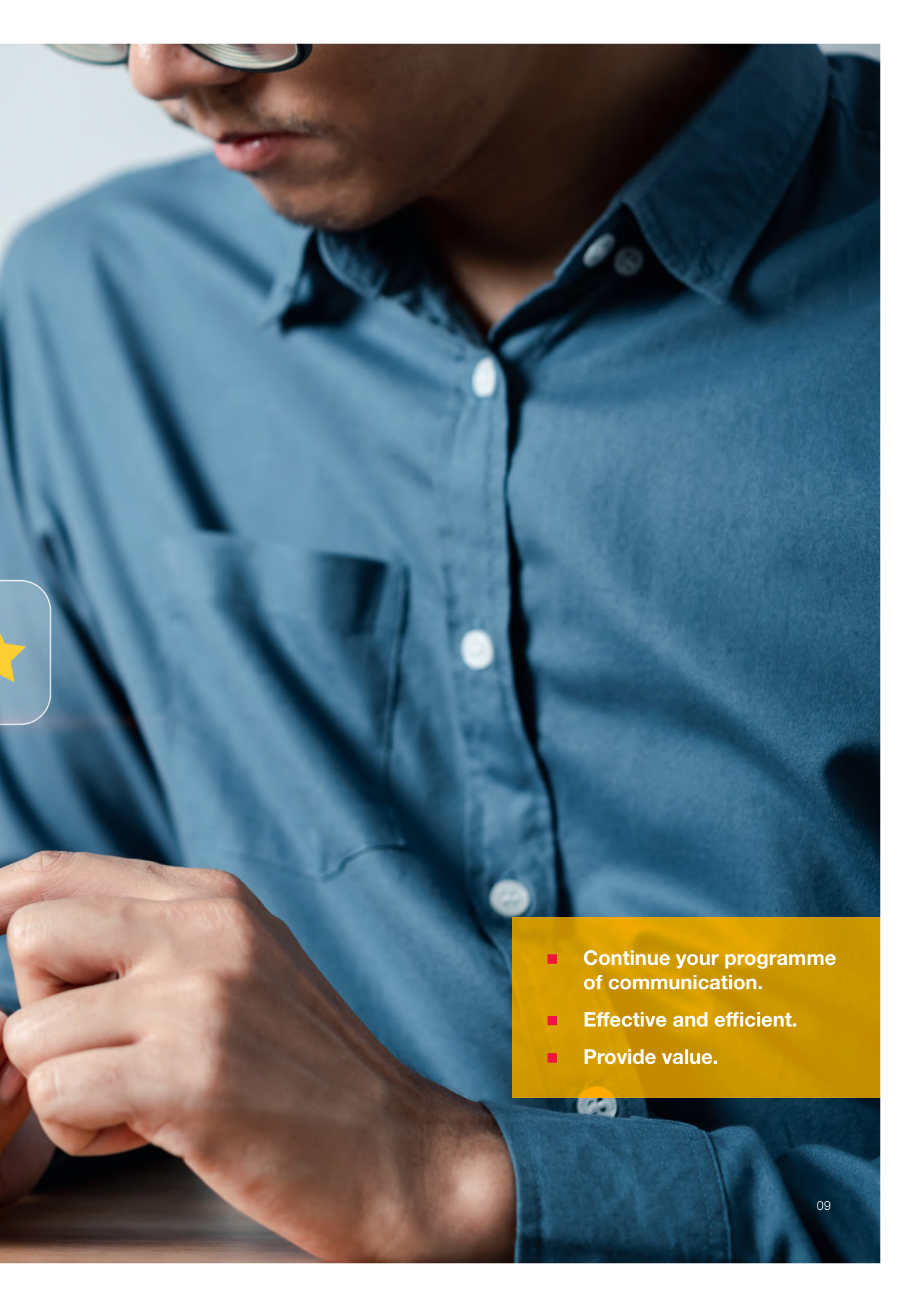
RETURN.

Your customers become your most powerful advocates.

From a business perspective, a former customer or student can evolve into your strongest advocate, so maintaining a connection even after they have left is paramount.

Their stories and testimonials are genuine, compelling, and a direct reflection of your brand or service. Precision Engage™ extends the line of communication long after their initial interaction with you, and your lifetime of communication is made easier, more effective, more sustainable, and more efficient.





- Continue your programme of communication.
- Effective and efficient.
- Provide value.

SUSTAINABILITY.

Stats:

- For 2022, we achieved a Carbon Reduction of 25%, a 60% reduction since 2018.
- 100% plastic and cardboard waste recycling.



Our carbon neutral hub is based in the heart of Suffolk. We are proud to be a Green multi-award winning business.

Our commitment to sustainability goes beyond what could be considered standard measures. It must be a philosophy that extends through our supply chain and the product we offer to our clients.

Our latest initiative incentivised the Precision Team to travel more sustainably and reduce our Scope 3 emissions. In just 2 months, we saved a total of 1460 fossil fuel powered miles, and made 158 green journeys!

- **BIO compostable materials.**
- **Company vehicles are 100% pure electric or PHEV.**
- **100% low energy LED lighting.**
- **Stock papers are FSC certified.**
- **We have 800 solar panels on our roof which produce sustainable energy.**
- **Vegetable inks on the print presses.**



Scan or click to find out more.

As part of our ongoing commitment to sustainability, we have partnered with Ecologi to offset our carbon emissions through The Wind Power Project in Mexico.

Ecologi



Our Clients & SUCCESS STORIES

From the Recruit, Retain
and Return programme.



octopusenergy



**CAMBRIDGE
REGIONAL COLLEGE**
GREAT CAREERS START HERE



KRAKENTECH
PART OF THE octopusenergy GROUP



CloserStill

SUBWAY

NPA
National Pharmacy
Association



UNIVERSITY OF
CAMBRIDGE



a.r.u.



Leep
UTILITIES



national
education
union



yha



good
energy

Cera⁺

S P E C T R E[®]

BELVOIR!

Property is personal



**Keepmoat
Homes**



Royal Mail

Helping Hands

Caring since 1989

RECRUIT.



Subway™

Making mail measurable and cost effective through combining data, technology and unique QR codes for customer acquisition.

With over 2,000 franchise-modelled restaurants, Precision aimed to overcome the limitations of generic national door drops by implementing a hyper-localised approach.

In total, 4.5 million personalised direct mailers were sent, each with dynamic QR codes, to Subway™ customers within a 10-minute walk time of each store. This resulted in a game-changing 14% redemption rate and a 38% conversion rate for the Subway™ Rewards App. The digitally activated campaign, providing real-time tracking and detailed insights, showcases the value of combining traditional mail with technology for customer acquisition.



Scan or click to read more.

RETAIN.

Kraken Tech.

Powering automated customer communications to revolutionise the utilities sector.

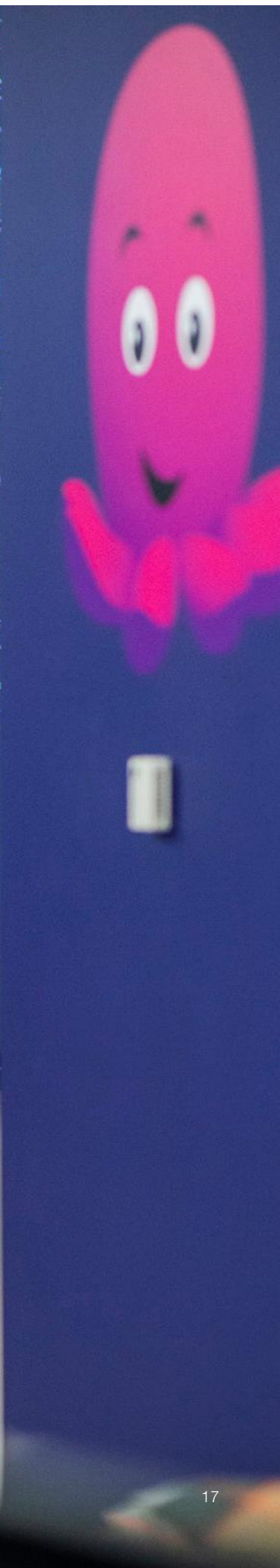
Kraken integrates with all parts of the utilities system, from renewable generation to supplying customers. This digital first technology has grown to be a global force, becoming the heartbeat of customer communications for the largest energy brands in the world.

Working with Kraken, Precision developed Engage, facilitating efficient processing of tens of thousands of PDFs daily for outbound communication. The system optimises mailsorting, imprinting barcodes, and enabling seamless delivery. For inbound communication, Engage scans returned letters, integrating unique customer references into Kraken. The dynamic platform offers per-mailing reporting and insights and supports sustainable print production, all from our Carbon Neutral headquarters.

Kraken enhances the customer experience by extending communication beyond bills, statements, and dunning letters. We also provide warehousing and distribution, exemplified by the Octopus Home Mini, to add more value, and ultimately increase customer retention.



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to read more.



RETURN.

The University of Cambridge.



UNIVERSITY OF
CAMBRIDGE



Scan or click
to read more.



Sustainable Alumni mailings for engagement and loyalty.

With a large circulation for its alumni magazine, The University of Cambridge was on a mission to be more sustainable, whilst increasing engagement and loyalty.

When talented academics move onto pastures new following graduation, they can become your greatest advocates. Keeping in touch with your alumni is essential for several reasons: encouraging loyalty even after graduates have obtained their degree, circulating important University-related news, and requesting support for fundraising.

We provided the University of Cambridge with an eco-friendly alternative to package their CAM magazine, which is posted three times per year.

By replacing traditional polythene with a compostable eco-friendly mailing film, the university enhanced their green credentials, and this new production route helped build even greater trust and loyalty amongst the alumni.

Many took to social media to applaud the change, creating more awareness of the university's continued commitment to sustainability.

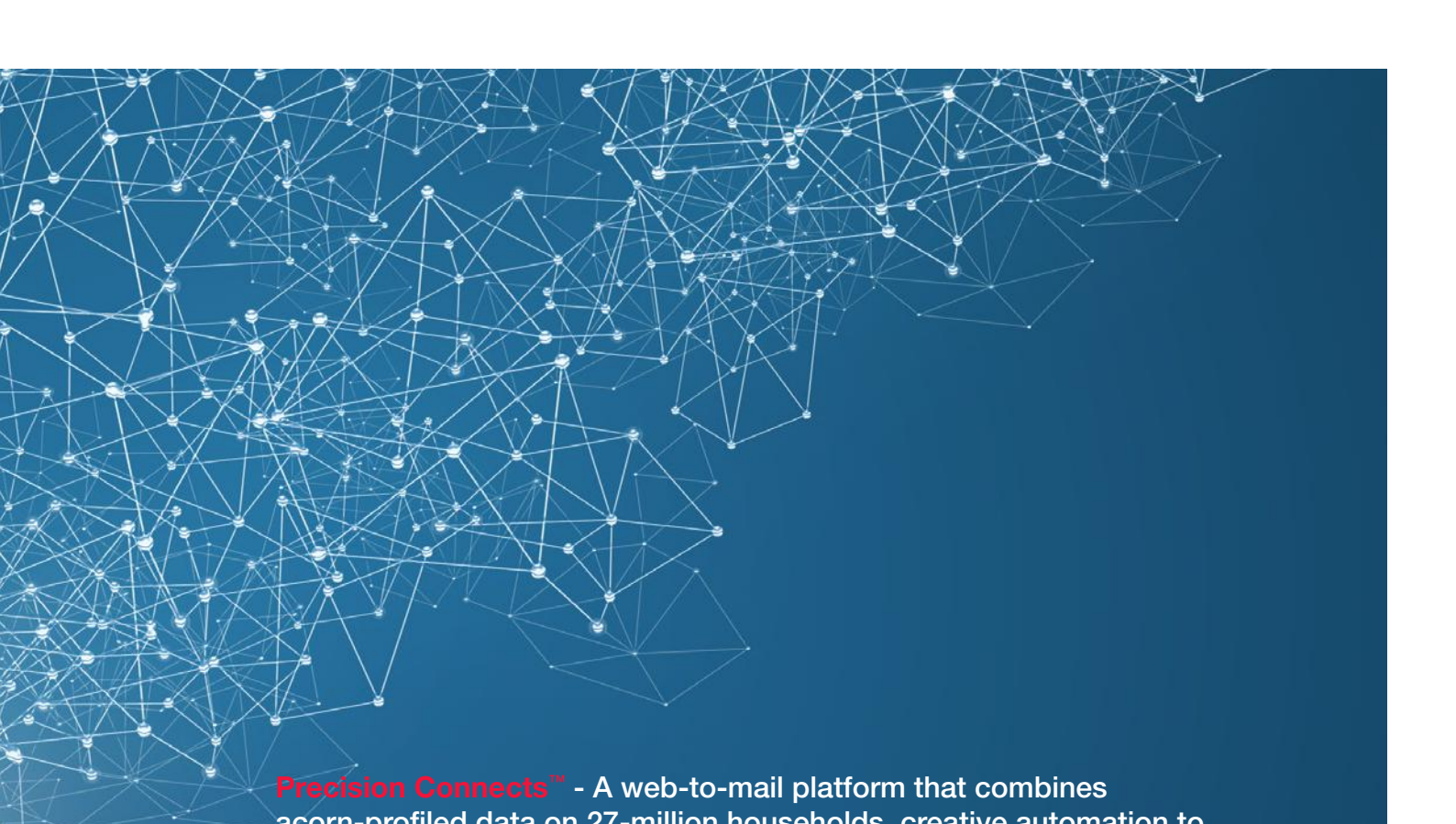


TECHNOLOGY.

Precision is a Data & Tech-Driven, Strategy to Delivery Company.

Printed mail delivers a high level of personalisation, data segmentation guides the personalisation, and creative automation delivers both content and image localisation to increase the relevance of the piece. This is proven to increase engagement, response and returns. We combine data with powerful publishing software to make this both viable and affordable.





Precision Connects™ - A web-to-mail platform that combines acorn-profiled data on 27-million households, creative automation to provide brand-protected editable templates, an image library, a PDF upload tool and print-ready file generation.

Data drives the technology throughout, including the ability to include unique QR codes as a variable image. The QR Code is loaded with data that is tracked and reported on, in real-time. Our Connects™ platform is used by some of the leading brands within the UK including Royal Mail for their AdMailer service.

Precision Engage™ - With changes in how both ERP and CRM platforms process printed documentation, many now generate a ready-to-print PDF as a single customer file. We developed Engage as an ERP/CRM plugin to deliver a continuous and automated workflow from PDF to post. Single customer PDFs are a more secure alternative to data transfer but are not presented as an optimised mailable product.

Engage processes thousands of files in minutes programmatically, creating a bulk file ready to print and mail. In addition, we have included the ability to provide dynamic streaming of inserts per customer ID. This process enables us to continually call on files until it is time to process, meeting stringent SLAs and maximising postal discount opportunities. Organisations that currently benefit from Engage include Octopus Energy, and The University of Cambridge.

SUMMARY.

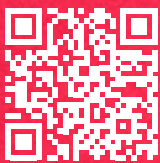
Why Precision is the perfect fit.

Attracting a fresh wave of new customers is vital, especially given shifting perceptions of the value of your offerings. The competition is fierce, and their long-term worth extends beyond their initial engagement with you, as their endorsement holds immense value and becomes essential.

Once a customer chooses you, the focus shifts to retaining them and ensuring a memorable, fulfilling experience. Sustaining contact post-engagement strengthens their advocacy and support. They'll forever remember their experience with you, so why should you forget them? Although measuring the return on investment might be challenging, we assist you in quantifying it and demonstrate how your customers evolve into your most powerful advocates.

So, choose Precision as your communications partner and remember the 3R's:

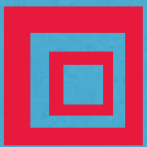
Recruit, Retain, Return.



Scan or click
to get in touch.







Get in touch to plan your next campaign

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www.precision.co.uk



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