



## RETURNS MANAGEMENT SERVICE

# CUSTOMER DATA IS VITAL TO BUSINESS SUCCESS.



**Clean, accurate data dramatically improves return on investment for direct mail. If a mailing is returned because it has failed to land with a client then you need to know and you need to understand why.**

The ONEPOST Returns Management Service provides you with accurate, timely information on mailing pieces which failed to land. Returns Management from ONEPOST tells you the name and address of each client and the reason why the mailing did not land.

## THE BENEFITS:

- Accurate and up to date information on your clients data
- Data presented in a simple spreadsheet to ensure a smooth transfer to your CRM
- No need to store or dispose of returned items of mail
- Save time processing the returned mail items

## THE PROCESS:

- Outer artwork updated with the ONEPOST return address
- For 3 weeks after a mailing ONEPOST store and log any returned items
- Report sent to client

*"Rather than periodically ploughing through returned post we now receive a single spreadsheet from ONEPOST with a list of the 'gone aways'. This allows for a much smoother process in updating our CRM and we no longer have to dispose of the returns"*

Eddie Gold, Marketing Communications Manager, Henderson Global Investors

*"I can recommend this service because it's such an easy process. Our database is much cleaner which means we save postage costs on the next mailing"*

Christina Stewart, Marketing Coordinator Database and Direct Mail at Peugeot Citroen Retail Group.

**TO FIND OUT HOW RETURNS MANAGEMENT CAN BENEFIT YOUR BUSINESS CALL US ON:**

# 0800 138 3551



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