



The low cost, easy online way to create, personalise, print and mail ALL YOUR POST!



Welcome to Docmail

Welcome to the first edition of the Docmail newsletter. As a Docmail user, this newsletter is intended to provide you with helpful information on using our service, hints and tips on saving time and cost, and also case studies on how others are using Docmail. We will also from time to time include special offers to tempt you.

If you haven't yet used your Docmail account, you may not be aware that we have given you money. Every new account is credited with **£1.00** - enough to let you send one or two letters, or even a Christmas Card... That's right - you can now send your Christmas cards via Docmail as well. High quality, and easily personalised, this is the fastest and most economic way to send your business - and personal - Xmas cards. You can even book the day you want them mailed. You can use your £1.00 credit to try the service - send yourself a card or letter and check out the fantastic quality.

Special Offer

Even better - for this month only, we are making you a very special offer - **place an order for a mailing before the end of November and you can claim a 10% discount!** There can't be a better time to send your first or your next mailing - how often does the Royal Mail offer you 10% off?

All you need to do to claim your discount is enter the discount code **intro10** exactly as shown, in lower case with no leading or trailing spaces on the payment page when you place your order. But hurry! You need to place your order by November 30th - even if you set a delayed mailing date so that you can send your Xmas cards closer to Christmas.

Case study - Medical Practices

One of the simplest, but most relevant, applications of Docmail that we have seen is in medical practices. We now have a number of Doctors surgeries using Docmail to send out appointment and reminder letters. One common use has been to send out letters to Asthma sufferers giving them the opportunity to attend for a regular annual check up, and opt in or out of an annual flu jab. Similarly diabetics and others can easily be invited to attend check ups - and where people fail to respond, follow up letters are also incredibly easy to do.



The fact that documents can be easily designed within Microsoft Word, which most people are familiar with, makes the whole process easy - and for a Doctor's surgery or a small medical practice, the simple document design capabilities of Word are ideal. In fact, they help, because by limiting the document to black only print, and keeping the letter to one page, the medical practice can ensure that it enjoys the lowest Docmail cost of just 25p per letter. One medical practice said "It's much easier than we expected. We are not computer experts here, but after the first run through with Docmail we have had no problems sending all of our reminder letters through Docmail".

What about security? Docmail is produced by CFH Total Document Management Ltd (CFH). CFH's registration to the international standard ISO27001 ISMS (information management system) for data security, along with a secure site designed to make the printing and mailing of signed cheques safe, full CCTV coverage and CRB checked staff, ensure that the security and privacy of your data is maintained - a critical factor on private medical data.

Hints and Tips!

➔ Include your own photo or picture in your Xmas card design:

Docmail Xmas cards have lots of designs to choose from - but you can also upload your own photograph or picture into one of our specially designed Xmas frames - So if you want to send the latest picture of the kids to friends and family, or prepare a branded image to present your company Christmas cards - you can.

➔ Your online manual

The 'Help' option in the navigation bar of your Docmail account opens a full Docmail manual in a new window. The Docmail manual provides a step by step guide - with illustrations - for everything you are likely to want to do with your Docmail account. You can use the 'find' facility in your browser to search the document for your particular problem. Just use one or two words and skip through until you find what you need.

➔ Docmail online video

If you don't want to read a manual, have a look at the new video guide to Docmail online. To view just [click here](#).

➔ Save even more

You can cut your postage costs just by introducing new people to Docmail! Our new referral scheme could soon see you paying nothing at all to send out your post. See over in the blue column for full details of how you can save money for yourself simply by referring others to Docmail.

Case study - Eyetech Opticians

Eyetech opticians need to send out eye examination reminder letters on a regular basis. This required a great deal of time in printing and envelope stuffing by optician staff. On using Docmail, Fraser Robertson, Financial Director of Eyetech group had this to say:

"It's good that Docmail thing! I have sent out and had confirmation of delivery of all of our Eyetech reminders for October. We sent out about 1700 letters and it was really easy."

Hand stuffing of 1700 letters into envelopes can take many hours of staff time - but in Eyetech's experience, using Docmail to do the same thing takes minutes -

...but Eyetech, went one better. They used Docmail's quality colour printing to add advertising for their monthly special offers into the mail, and they saved money by printing the colour flyer on the back of the letter! Take a look at the images of the document they sent out showing the back and front of the letter (published with Eyetech's permission).



How could YOU use Docmail to save money and promote your business?

Christmas Cards!

Now you can send your company and personal Xmas cards using Docmail. It's easy and costs less. Order your mailing before 30th November and get 10% off!



Now you can use the fantastic Docmail engine to send Christmas cards as well as letters and other documents. Choose your cards from our great selection, and personalise them exactly as you want. As with normal Docmail, you just type in your list, or upload from a spreadsheet CSV file. Cards are printed full colour on top quality heavyweight card, better than you buy in the shop! And of course Docmail mails them for you.

Each card costs just 62p (73p including VAT), and this includes personalisation and postage costs, so there is nothing more to pay. You can even send yourself a card for free! Each new Docmail account has a £1.00 credit applied - more than enough to send yourself an Xmas card and feel the quality.

Place your order by November 30th, and you can even claim a 10% discount! Don't worry, your cards do not need to be sent then as you can book the day you want them mailed ahead of time, but remember - last posting day is December 18th.

Save even more with our referral scheme

You can reduce your postage costs even more just by referring other people to Docmail - and if you enjoy our service, why wouldn't you?

Here's how it works:

You tell other people about Docmail, and ask them to enter your customer number as the referrer if they sign up (we can provide you with an online link to automate this if you wish). Then each time someone that you referred sends a letter, we credit your account with 0.5p.

It gets better. If someone you referred refers someone else, you get 0.5p every time that 'second level' referral sends a letter. As you can see, if you refer 10 people, and they also refer 10 people each, and each are sending just 100 letters per month, your account gets £55 credit each month - a useful saving!

For more information on referring others [just click here and send us an email](#).

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