



Welcome to Docmail

Welcome to the latest edition of the Docmail newsletter. We aim to bring you helpful information on using Docmail, hints and tips on saving time and cost, and also case studies on what others are doing. We will also from time to time include special offers to tempt you.

Send a letter now for free! Every new account is credited with **£1.00** - enough to let you send up to four letters. The new 'Standard' mode makes the whole process very easy - so why not log in to your account and send a letter for free?

Can't remember your login information? [Retrieve your login information here.](#)

New users

We have gained 100's of new users since our last newsletter. Here are some of the things they are using their accounts for:

- Vets - sending out flea and tick reminder letters
- Doctors surgeries sending appointment letters
- Dentists - sending appointment letters
- Scout troop leader - sending camp information and application forms
- Employment agency - sending application forms
- Local politicians - sending out information and newsletters to their constituents
- Charity supporting kids football sending out newsletters to it's supporters
- Consultancy - mailing a free business health check
- Office furniture company - sending a mail shot
- Local political activists - sending out a petition to create a new local town council
- Housing association - sending out details of available properties to rent
- Housing association, sending out details of revised VAT rates on garages
- Opticians - mailing appointment reminder letters - with integrated advertising of latest offers
- Medical charity - sending thank you letters to contributors
- Local Council - sending out postal vote applications

These, and over 1000 other businesses are finding new and unique ways to save money using Docmail. Are you?

If you don't think you are getting the most from your Docmail account, why not give us a call and let us talk you through it? Just dial 01761 416311 and ask for Docmail Support.

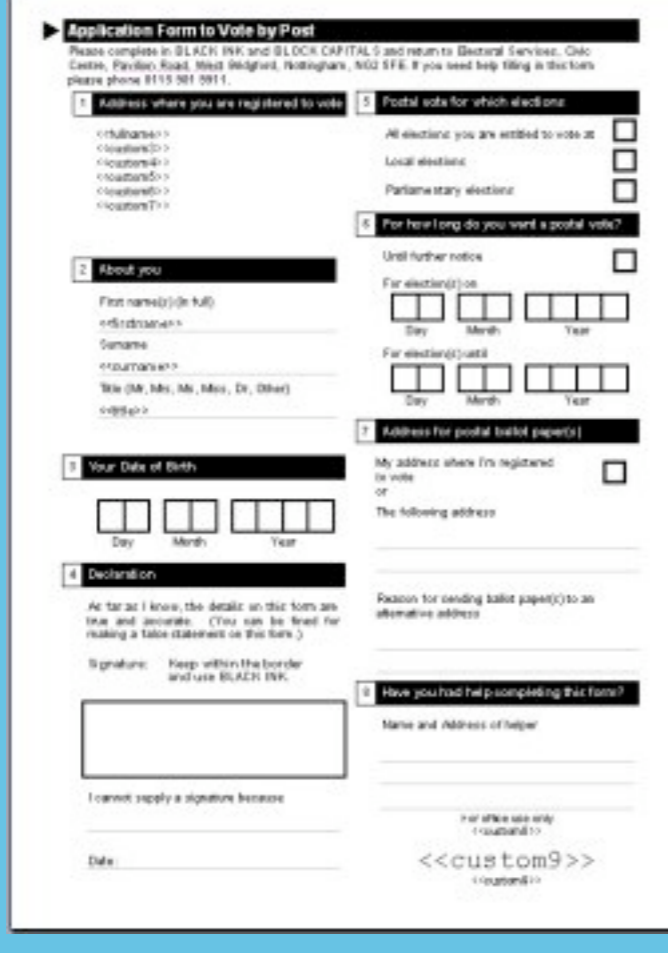
Special Offer

We like to offer you something special with your newsletter, and this one is no exception - **place an order for a mailing before the 23rd of January and you can get a 12% discount!** That's right - you can send a letter, inclusive of postage, production and stationery for as little as 22p + VAT. With postal rates announced to increase from April now has got to be the time to send that mailing!

All you need to do to claim your discount is enter the discount code **jan12** exactly as shown, in lower case with no leading or trailing spaces on the first page when you place your order. But hurry! You need to place your order by January 23rd or you will miss out.

Case study - Postal Vote Applications

With the advent of postal voting, all councils have found themselves with the legal responsibility of offering postal vote options to their constituents. This requires the council to obtain signatures and other forms of identification to ensure that the correct person is voting - and the only way of achieving this is through the post.



A number of councils are now realising that Docmail offers a quick and effective way to meet their legal responsibilities.

The interesting point in this particular application is that, in addition to a personalised letter, the council is using the Docmail custom fields to personalise the application form itself - filling in known information, and saving the recipient from having to hand write all of the information.

For forms of this nature, the option to print in black only does not detract from the forms purpose and helps the council keep it's costs low!

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 data is maintained.

Hints and Tips!

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.](#)

Uploading your mailing list

If you can get your mailing list into a spreadsheet like Microsoft Excel, then you can upload it to Docmail! The [Docmail user guide](#) can show you exactly how to do this.

Recommend others

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

Custom variables

Did you know that Docmail allows you to include **any** variable information within your documents. The 'custom' field options within Docmail can be linked to any column in your spreadsheet. See the case study below to see what one Docmail user is using this for.

Case study - Veterinary Surgeon

Scarsdale Veterinary Group wanted to send out a flea and worming reminder to their customers. Having previously used mailmerge on Microsoft Word, Docmail was a different experience.

Scarsdale have utilised the custom field facility within Docmail to personalise the letter with the pets name - making it more immediate and relevant to the pet owner. They have also used the colour capability of Docmail to include eye catching graphics - which will help to improve response rates.

Although only a small mailing - there is still a large saving in time to Scarsdale - and once having set up their mailing - it becomes a two minute job to mail again in the future!



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

Docmail gets simpler!

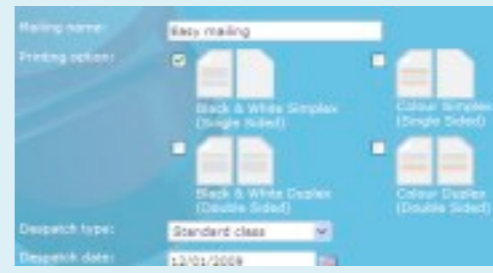
Now it is even easier to use Docmail as we have added standard and advanced modes.



Docmail makes sending postal mailings easy - but now it is even easier as the new 'standard' mode has been developed to allow a mailing to be prepared with ease.

We have moved the more detailed options into the 'advanced mode' and added some graphical guides, so that even a first time user can set up and run their own mailshot in minutes!

Graphical guide



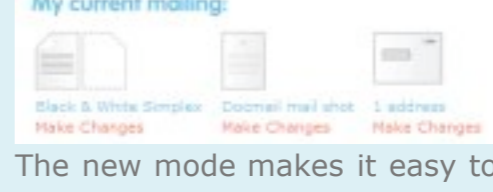
Each step now has an easy graphical guide to help you set up your mailing.

Easy switching



You can switch between 'Advanced' and 'Standard' mode at any time - so if you need the extra features provided in advanced mode, they are there when you need them.

Step back and redo



The new mode makes it easy to step back and redo a previous step in the mailing if something is not as you want it.

Why not try it? If you have not yet used Docmail, it will take you minutes to send yourself a letter and find out how simple it is - you can just add yourself to the mailing list and use your £1 credit to send yourself a letter for free.

Have you referred anyone to Docmail?

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.](#)

Don't have a Docmail account yet?

