



## Welcome to Docmail

Welcome to the latest edition of the Docmail newsletter. All the latest news, tips and case studies from Docmail and don't miss our 10% discount offer below!

**Royal Mail prices increase:** As from April 6th, you could be paying a lot more for your post if you are buying stamps or using a franking machine. The basic price of a second class stamp is going up to 30p (from 27p) - that's a 10% increase in your cost at a time when most businesses can ill afford it.



Well, if you use Docmail you don't need worry about price increases. We are holding our prices for at least 3 months! While everyone else is spending 30p just on the stamp, you can be spending just 25p for us to print, envelope and send your mail including stationery, envelope and postage.

**10% Discount Offer** - We are running a special offer until 5pm March 31st. Order and pay for a mailing by that time and you can get a 10% discount on your mailing! Just enter the discount code MARCH in capitals with no leading or trailing spaces, and you can send a letter for as little as 22.5p. Don't miss out, place your order now.

**Don't forget - if you are a new user you can send a letter now for free!** Every new account (up to the first 30,000 signing up each month) is credited with **£1.00** - enough to let you send up to four letters - 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.](#)

## Security

People often ask us about the security of their mail when they use Docmail. It's an important question, and one that should be asked of any supplier handling data and personal information on your behalf - beware of suppliers that give you 'woolly' answers!

Docmail is provided entirely by CFH Total Document Management Ltd - here is how we keep your data and documents secure:

**APACS and ISO\IEC 27001:2005 accreditations** - These two accreditations are specific to companies that handle data and secure documents. APACS is the 'Association of Payment and Clearing Services' - established by the UK banking industry - APACS sets standards for companies involved in handling secure payments of any kind. ISO\IEC 27001:2005 is an information security management system (ISMS) standard. We are regularly audited by the BSI (British Standards Institute) to ensure that we comply with all aspects of this accreditation. The audit tests all of our security systems to ensure that any data we hold is held in a secure manner.



**Site Security** - CFH Total Document Management Ltd are located on a 100,000 square foot site near Bath. Some of the security precautions taken are listed below:

- CCTV - external and internal CCTV monitor the site at all times. Internal CCTV monitors key secure areas.
- Comprehensive alarm systems connected to Police and Fire
- Gated and fenced - Electric gates protect entry to the company's site - you need a special key fob to operate the gates.
- Two level card entry system - you cannot enter the site without a security card unless the receptionist opens the door for you!
- First level of card entry gives access to the site - but a second card, that records all traffic, is required to enter any of the secure areas within the site - and that card is programmed to only allow access to areas that an employee needs to go.
- Secure caged areas - all key secure areas within the building are protected by metal caging.
- Building manned at all times - We work 362 days a year - and on the remaining days, security guards are on site!
- CRB checked staff - All staff are checked out with the Criminal Records Bureau when they join us.
- All our staff have personally signed confidentiality agreements.
- Our average length of service is 13 years - we don't have high staff turnover or lots of temporary staff - our staff are local, known and trusted.

**IT System Security** - Our IT systems run at the highest level of security. We protect our core systems with double skinned firewalls, and all of our communication with us once you log into your account is via our encrypted secure servers. We employ a third party company to monitor and control our firewall policy, and use a further standards company to carry out six monthly penetration tests of our systems to ensure that our security meets the highest standards.

**Trusted partner** - CFH handle critical documents for about 12% of all UK councils, including annual council tax billing, daily billing, payslips and so on. In addition we send out bank and credit card statements for a number of major UK banks, and make cheque payments on behalf of UK blue chip companies (see our [press releases](#) to see some of the companies we provide our service for).

Now you can see why you need have no concerns over the security and privacy of your data and documents in our hands!

## Facebook and Twitter

There are now Docmail user groups on both Facebook and Twitter! We hope to use these 'new media' as a quick way to communicate updates and offers to our users. Just visit either site and search for 'Docmail' to join the group.

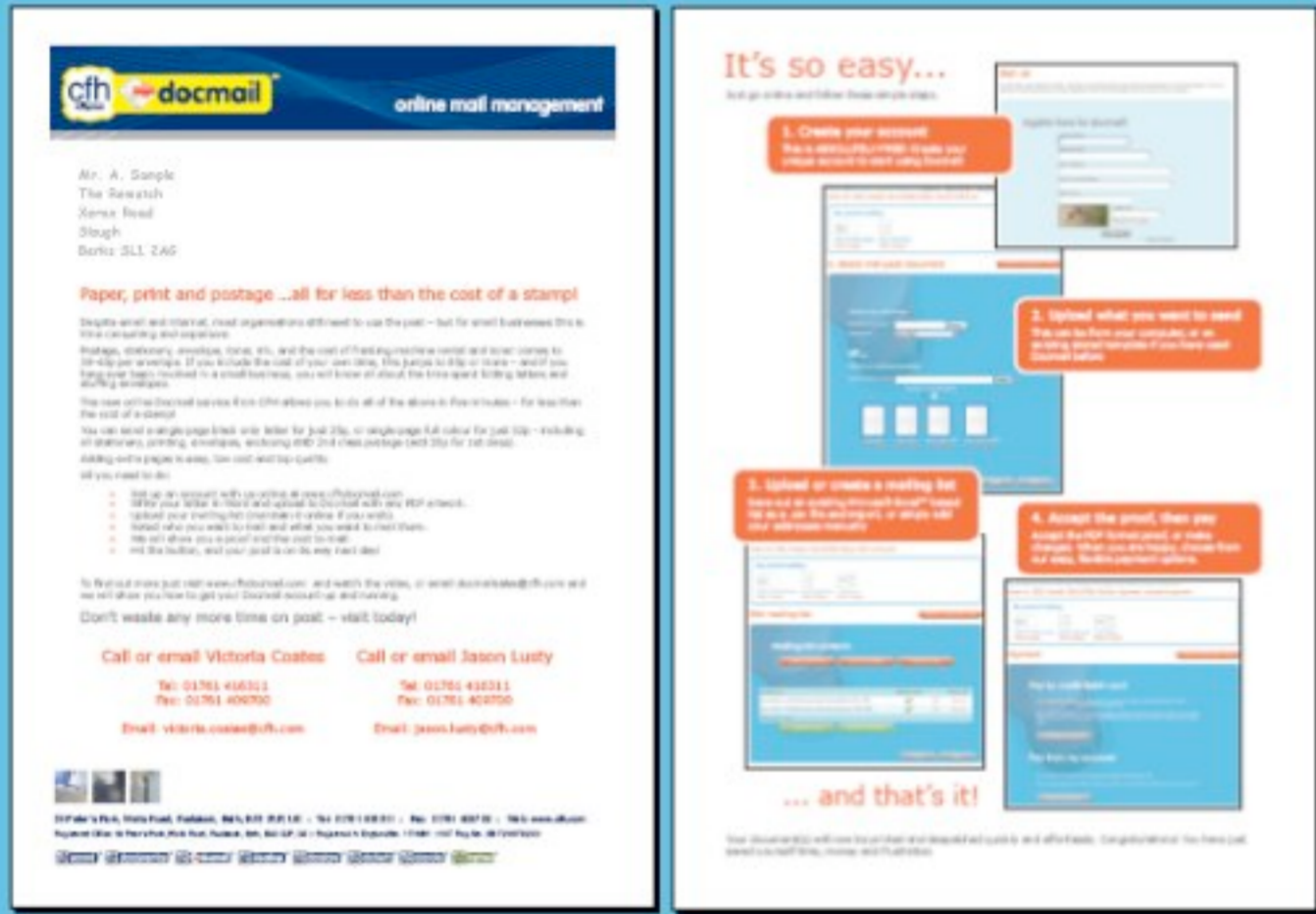


## Case study - Advertising Mail Shots

Perhaps the most obvious use for Docmail with many businesses is in sending short run direct mail to potential customers. Charities use Docmail for similar purposes. The ability to use brochure quality colour within the document, and with no minimum limit on how many you mail makes Docmail incredibly cost efficient, and enables you to control your budget day to day.

The lack of a minimum order also means that you can spread the delivery of your mailshot to suit your ability to follow it up. Direct mail is often far less effective if not followed up with a telephone call. Docmail allows you to send as many letters in a mail shot as you are able to follow up on a daily basis - so success rates are higher!

CFH uses Docmail to send our own direct mail campaigns - advertising... **Docmail!**



## Interesting points to note:

As the whole document is printed full colour, you can use that colour in unusual ways. Typically with direct mail you are limited to black only text lasered onto a pre-printed background. The full colour Docmail option means that you can use colour text to highlight important sections.

We are using the full colour option to print on the back of the form - illustrating the steps required to send a Docmail mailing. You could also use the front of the sheet as a letter, with the back printed as a brochure/flyer page. You can see an example below of how one of our customers is using this option with great success.

You can control which page prints on the back of which page, and which pages are always new pages when you set up your Docmail templates and mail pack - see page 8 of the [Docmail user guide](#).

Of course - you may have seen this document before - you might be one of the people who signed up on Docmail as a result of receiving it!

## Hints and Tips!

### Addressing your documents

Remember, Docmail puts the address on the first page of your mailing in the exact place it needs to print to show through the envelope window so you need to allow space on your letter for this. By checking the example template stored on your account you are able to see the area that needs to be left clear. Typically you should start your document at least 9cm down to allow for the address. To line up with the automatic positioning of the address, you need to indent 2.5cm from the left of the document.

### Check your proof

The proof that is generated is exactly how we will print your document so make sure you check it carefully before approving your mailing.

### Get help!

Have something to send but not sure how to set it up? Email your document to our support team on [docmailsupport@cfh.com](mailto:docmailsupport@cfh.com) and we will be pleased to help.

### Save time with a PDF background

Many companies have the artwork for their letterheads and other documents available as a PDF file. Docmail lets you take advantage of that by uploading a PDF background, and then using it as a background to your word letters. Just like printing locally on a piece of pre-printed stationery! Just login and go to the 'My Account' section where you will find a 'PDF Backgrounds' button. Click on the button to easily upload one or more backgrounds.

## Case study - Transpromotional advertising

We featured Eyetech opticians use of Docmail a few issues ago, showing how they utilise the back of their appointment reminders to promote their current offers. Well does it work? Eyetech have always had to send out reminders - but now they can easily include full colour ads with those reminders, has it increased their business?

We asked Fraser Robertson - Finance Director of Eyetech what results he had seen. Here is what he said:

"We have realized the power of being able to communicate messages on the back of our client recall letters just by being a bit creative! My colleague (optician Steve Creese here at Eye-Tech) created a 'home vision testing chart' - absolutely accurate and properly scaled - that allows clients to do a quick check of their vision (no substitute for a comprehensive eye examination of course!) which we created quite simply as a colour A4 page in Microsoft Publisher.

We then just printed this as a PDF, and uploaded it to Docmail. We then write our reminder letter and do a duplex colour print merged with the client names and addresses, with the 'home vision testing chart' on the back. Considering the literally tens of thousands of reminders that we have sent over the years with no comments from clients, we are now getting people saying how much they like the 'test chart'! The response rate has also improved - we have seen an increase of 5% in responses, which means more of our valued client base is responding, giving us more opportunity to sell to them.

This would simply not have been possible without Docmail, and a duplex, colour, professional mailout, delivered, is STILL cheaper than a first class stamp. It is VERY impressive, and something that small businesses could only dream of (or spend a fortune on!) until Docmail!"



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

## The Docmail referral scheme - helping you to save more!

Docmail offers a referral system that lets you benefit if you refer other people.

All you do is tell other people about Docmail and ask them to enter your customer number as the referrer. When someone that you referred sends a letter we credit your account with 0.5p. If they refer someone else, you get 0.5p each time that 'second level' referral sends a letter.

Refer 10 people, and if they also refer 10 people and each send just 100 letters per month, your account gains £55 credit each month!

You can use a link on your web page or in an email that automatically includes your account number in the referral box. If your account number is 12345 then your referral link would be <https://accord.cfh.com/docmail/signup.aspx?RefererAccountNo=12345> - try it - you can see how it works.

Alternatively, if you want to display a banner containing your referral code on your web page - you can find details [here](#).

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

## Don't have a Docmail account yet?

