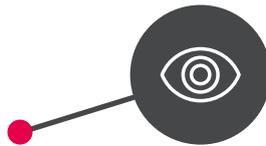


POST OFFICE CASE STUDY

BACKGROUND



We have worked with Post Office Limited (POL) since 2012 and in 2018 we were awarded a new contract via the CCS RM3785 Managed Print Framework. We have a close working relationship with both the POL Marketing team and POL's creative agency Hogarth which ensures the best results and value in our finished item. This relationship allows us to proactively drive innovation, challenge specifications and suggest alternative solutions, improving efficiency and providing POL with the best value and highest quality.

We are responsible for the management and production of all operational (business critical) products, secure postal order production, in branch point of sale (POS), branch and product collateral and direct mail campaigns. Whether it is working within tight deadlines to supply in-branch material for internal distribution, or ensuring direct mail is delivered to schedule; we are an extension of the POL team.

VALUE AND QUALITY:

Dedicated account management

Innovation

Re-engineering item specifications

PRODUCTS:

Business critical documents

Operational print

Security postal order production

Leaflets and brochures

Direct and transactional mail



ENSURING MARKET COMPETITIVENESS



To ensure value is maximised at all stages of the contract, we provide POL pricing through a blend of contract rate cards as well as benchmarking requests for ad-hoc projects to ensure market-leading competitiveness across each and every job. Competitiveness is enabled through the careful leveraging of our broader spend through category-led sourcing activities.

To ensure these savings and maximum benefits were delivered, we successfully delivered against POL's strategic objective of reaching 80% rate card coverage for POL's in-branch POS. HH Global achieved this through product rationalisation and regular reviews of non-rate card items, moving all appropriate items onto rate cards to lock in maximum value and give quarterly budget certainty. POL works in the knowledge that HH Global is proactively and continually reviewing prices, driving savings and demonstrating opportunities for POL to increase value and effectiveness.

ENSURING VALUE THROUGHOUT THE CONTRACT:

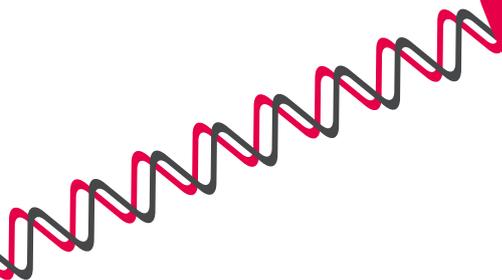
Agreed rate cards

Open book policy

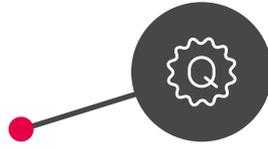
Demonstrating savings

Product and substrate rationalisation

Market benchmarking



MAINTAINING QUALITY



For POL, HH Global works with a selection of approved suppliers who understand POL's requirements for colour, quality and delivery specifications. HH Global has a market-leading colour programme, the Quality Printer Programme (QPP), which gives clients ISO-certified assurance of the reproduction of their brand colours, across any process or substrate. Working to our ISO 9001 certified systems, wider quality is maintained to a consistently high standard and is monitored by our account and central teams. All performance is available to Buyers through our HH Insights system and regular MI.



QUALITY:

Audited supply chain

Colour management programme

ISO 9001 quality management

ISO 27001 data security

ISO14001 environmental management

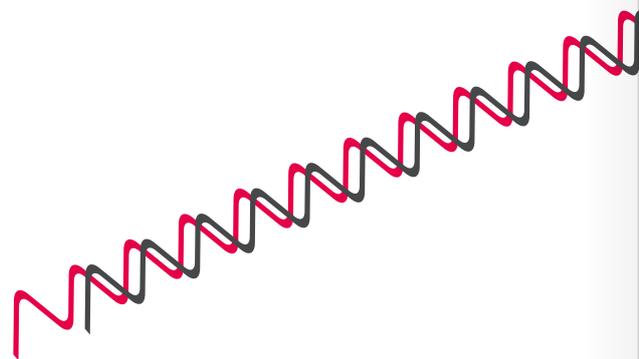
ISO22301 business continuity

GDPR compliance

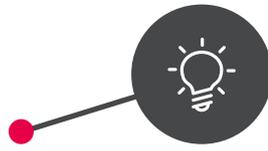
Adding social value

OHSAS 18001 health and safety

Cyber essentials plus



INNOVATION



POL has over 11500 Branches across their network and to enhance service delivery as part of our continuous improvement programme, HH Global built and delivered a bespoke allocation technology tool for POL. This allows accurate collateral allocation to ensure maximum coverage without wastage. This has not only reduced administrative time when planning campaigns but also increased accurate campaign cut through, depending on the profile of products sold within each branch.

“ We have worked in partnership with HH Global for almost nine years and throughout this time they have consistently proved themselves to be reliable, innovative and competitive in the delivery of our print requirements. We would not hesitate in recommending HH Global to any Buyer looking for a partner in this space. ”

Emma Partridge, Agency Management Lead, Post Office Limited

FOR FURTHER INFORMATION



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