



PROFESSIONAL RESPONSE HANDLING INNOVATIVE RESPONSE CREATION



PRIDE AND PASSION

Since 1993, we have been developing our unique range of Direct Marketing Services on behalf of a broad range of clients.

Whilst our services may have been changing to meet new challenges and technological advances, we have always responded to our clients' trust in us by delivering incomparable standards of expertise and service.

We know that Direct Marketing is now more complex than ever before and offers the marketer many more opportunities to deliver their message more accurately, more personally and faster than ever.

At Carrier Direct Marketing we pride ourselves on working with our clients to deliver their needs, no matter how complex, efficiently and cost effectively. Testament to our standards of service is the fact that many clients have worked with us since the early days of the Company and year on year client retention has averaged over 95%.

The purpose of this brochure is to outline our principle activities, any of which can be used singly or as a combination to provide a bespoke service to meet individual needs.

Hopefully our client testimonials will give you a flavour of the human elements which go into making a successful business relationship: our friendliness, the expertise and our passion to help you succeed.

Our ambition is to continue to develop our expertise and services, in order that clients new and old can rely on Carrier Direct Marketing to deliver efficiently and effectively the objectives of their diverse marketing strategies.



Left to right: **Bob Carter**, Managing Director; **Richard Lewis**, Warehouse Manager; **Mandy Bishop**, Contact Centre Manager; **Chris Marin**, IT Manager; **Alistair Bruce**, Senior Account Manager.

BOB CARTER, Managing Director

CUSTOMER CONTACT CENTRE

friendly and efficient

Our experienced and professional Contact Centre operators can provide support and live answering 7 days a week for your business. We can fulfil your brochures, catalogues and mail order products using our Contact Centre to receive instructions by telephone, fax, email, even SMS text. The information gathered can also be used to build your own database for future activity.

We provide customer contact solutions for many organisations and our Contact Centre is staffed by highly skilled operators who can handle both inbound and outbound customer communication for your business.

Our reputation as a leader in this field is based on our insistence that all operators undertake comprehensive training on each clients' requirements before we allow any service to commence. This ensures that we provide a professional and knowledgeable service for clients at all times. We believe that our operators are your business ambassadors and therefore understand the importance of providing only the very best level of service.



DATABASE SOLUTIONS THE I.T. WAY

driving direct marketing

Our IT department not only supports our internal hardware and software needs, but also provides a vital client function by processing all data destined for fulfilment of direct mail and emarketing campaigns, whether the data is generated by our Contact Centre or imported from client sources.

We have always put great emphasis on data cleaning in order to ensure the accuracy of clients' mailing activities; minimising wastage in order to maximise the value of marketing budgets.

We can use your data to profile your customers, enabling you to make informed decisions about future marketing activity. Indeed our database management services can add value to your campaign whilst reducing unnecessary costs.



STORAGE AND MAILING

fast and flexible

With 40,000 square feet of warehouse space and mechanised mailing facilities, our fulfilment department is capable of handling distribution of brochures, mail order products and direct mail campaigns, however large or small.

Working in conjunction with our Contact Centre, our warehouse provides professional back end support to all your direct marketing needs. We even have a dedicated team available to carry out the most complex of packing and posting tasks no machine is capable of performing.

Due to the volumes of everyday mail we handle we offer almost unique levels of postage discount from Royal Mail, making the decision to let Carrier Direct Marketing handle your distribution even more cost effective.

Of course standard Royal Mail bulk distribution services are available, with Mailsort discounts available for qualifying direct mail.

With many millions of items to fulfil each year you can be assured of our team's expertise and dedication.



NEW MEDIA MARKETING

into the future

In its entirety, our web design and emarketing development department might be considered by some enterprises as “the fulfilment house of the future”. Indeed, for companies whose sole marketing material and whose product can be delivered online this is true.

To meet this growing need we have launched our New Media Marketing department to provide experienced and professional assistance to online marketers and anyone requiring emarketing services in any of its forms.

You can take advantage of some elements of this area of expertise or the whole package where we create your online presence, promote it, respond to it and fulfil literature or products accordingly.

As with all our services, initial consultations are free of charge, our experienced and knowledgeable Account Management team are at your disposal to discuss whatever your e-marketing needs may be.



ACCOUNT MANAGEMENT

your representative in our business

Whilst growing substantially both in terms of number of services and number of clients, which currently stands at over 200, we knew at an early stage the importance of giving clients one port of call for all their day to day needs, however large or small their job.

As a result, our customer account team has grown and developed over the years to be your representative within our business.

They are responsible for seeing your work through to a successful conclusion from initial meetings to reporting back once the job is complete. They are available to provide clarification, handle changes to specifications and with our wealth of services ensure your work is carried out in the most efficient and cost-effective way.

Such is our attention to detail that our Account Managers hold daily "Operations" meetings with senior managers to plan new tasks, track existing work and report back to clients accordingly. Indeed, in a recent customer satisfaction survey 33% of respondents considered their Account Manager's knowledge of their account "outstanding", whilst 56% of respondents thought it to be "well above average".

You can have every confidence that our Account Management team will take care of all your needs to ensure that the work we undertake on your behalf is always dealt with in an enjoyable yet thoroughly professional way.





OUR SUSTAINABLE FUTURE

a team effort

As a growing organisation we recognise our responsibilities to our clients and the wider world to minimise our impact on the environment and to offer whenever possible sustainable solutions to the tasks we undertake.

So not only are we looking at our own operations in this light but also providing our clients with the assurance of our commitment to these issues.

To this end we have embarked on a comprehensive review of our systems and standards with a view to achieving accreditation for both BS 8555 and ISO 14001 Environmental Management systems during 2008

In addition we are also committed to achieving accreditation for ISO 9001 to underline the high standards of the systematic approach we take to all tasks within the business.

These three standards will guarantee the continued commitment we provide to all customers through our long term objectives of efficiency and effectiveness.



DON'T JUST ASK US

ask our clients, we do...

"I have been impressed by Carrier Direct's ability to react quickly and effectively to our ever-changing requirements. Throughout our working relationship, Carrier Direct has demonstrated real commitment to understand our operation and has actively shared our ambition to provide a quality service to our customers."

Peter Rollins, Thermae Bath Spa



"The services we use from Carrier Direct have been first class. They have provided us with a complete fulfilment solution and are always on hand to suggest ways for development."

Dave Sellers, Marketing Services Executive
Jersey Tourism




"We've worked with CDM for the past four years, and I've been impressed by both the scale of their operation and their efficiency. Our particular fulfilment and mailing requirements can be complex - but thanks to excellent account management and dedicated staff, CDM not only handle these well, but also proactively look at how things can be further improved."

Annette Harpham,
Lorient Polyproducts Ltd



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" CDM have hosted Birmingham Visitor Services telephone and email enquiries for over two years. Throughout this time they have maintained a high quality of service and have been consistent in providing a flexible and professional service to meet Marketing Birmingham's contact centre needs. We anticipate this partnership will grow in the future. "

Jennifer Young,
Marketing Birmingham



" Delcor Furniture specialise in designing, manufacturing and retailing high quality, hand crafted upholstery. We have used CDM to handle our daily brochure requests, web forms, manage our database and direct mail campaigns. We have been extremely pleased with the service we receive, they are punctual and the work has always been carried out to a very high standard. "

Claire Thompson,
Delcor Furniture



" We have been working alongside CDM for more than two years now and have found their level of service to be very high. All staff are friendly and helpful and they never fail to deliver our mailing requirements on time. Our databases are maintained to the highest degree and we feel our information is in safe hands. "

Hatty Freshwater,
Feather & Black





CARRIER
DIRECT MARKETING

Westacott Road Barnstaple EX32 8AW

t: 01271 336000 f: 01271 336008

e: sales@carrierdirectmarketing.co.uk

www.carrierdirectmarketing.co.uk



INVESTOR IN PEOPLE



As part of our ongoing commitment to making the environment a better place, this brochure has been printed using soya based inks on a coated recycled paper, made using 50% recycled fibre from post-consumer sources and 50% virgin fibre from FSC-certified forests