



# DIALOGUE CONNECTS

## Products

Version: 1 June 2022



# Quickmail

## Smart Postal Services

<b>A partnership</b>	<b>5</b>
Your goal – our solution	5
<b>Products</b>	<b>6</b>
Overview	6
Quickmail: Dialogue with your regular customers	7
Quickmail International: Worldwide letter delivery	8
Quickflyer Personalised: Addressed mailings	9
Quickflyer Partially Addressed: Maximum coverage	10
Quickflyer Unaddressed: Advertising works	11
Quicksample: Amaze in a mailbox	12
Quickpress: Send magazines and save	13
Quickstamp: Customised postage stamps	14
Quickpac: Same Day Delivery	16
<b>Process</b>	<b>18</b>
Undeliverables: Leave nothing to chance	18
Systematic success	19
The right place at the right time	20
Sorting and identification with the Quickmail routing number	21
Everything to hand on the extranet	22
Consignment preparation	23
Response thanks to quality	24
Stuffing: skilful savings	25
<b>Principles</b>	<b>26</b>
Quickmail's mission statement	26
<b>Prospects</b>	<b>27</b>
We look forward to hearing from you!	27



# Your goal – our solution

Quickmail AG is the top private service provider in Switzerland for delivering addressed letters, mailings, catalogues and customer magazines. As a pioneer, it stands for innovation and free choice on the letters and parcels market.

Customer dialogue is our passion: we deliver messages to letterboxes, and thus help attract and retain customers. Our system is customised for delivering addressed correspondence. We ensure that your messages reach more than three million households across Switzerland week after week.

Of course, we also do our part to help protect the environment: 80 % of our delivery agents complete their routes on foot. Since 2015, we have been offsetting any unavoidable CO<sub>2</sub> emissions with compensation payments to selected climate protection projects. This means that every consignment sent via Quickmail is 100 % climate-neutral. We have been able to deliver more than half a billion climate-neutral letters since 2015.

As well as promoting diversity, free choice, innovation and low prices on the Swiss postal market, Quickmail also ensures reliable, environmentally friendly delivery of consignments.

Since 2019, we have been investing all of our letter delivery profits in developing our new parcel delivery business: Quickpac operates one of the largest electric vehicle fleets in Switzerland and is the first parcel service in Europe to use electric vehicles as its primary method of delivery. Every letter sent using Quickmail helps to ensure that more parcels reach their destinations in Switzerland quietly and without impacting the environment.

## **Your goal – dialogue with your customers – is our passion!**

Do you want to ...

- ... Intensify dialogue with your customers, but at low postage costs?
- ... Reliably deliver your mailings within a set time frame?
- ... Deliver your consignments to recipients in a 100 % climate-neutral way?
- ... Retain an overview of when your mailings land in letterboxes?
- ... Significantly reduce the workload for undeliverable letters?
- ... Use addressed mailings to gain new customers, because your unaddressed brochures are reaching a shrinking number of households?
- ... Also maintain a dialogue with your customers abroad?

If you have answered 'yes' to any of these questions, then Quickmail has some interesting, smart solutions for you.

# Overview

**Quickmail** products have one primary goal: to enable even more intensive dialogue between you and your customers.



**Quickmail** is an attractive solution for communicating with your regular customers, and covers the delivery of addressed mailings and catalogues with an individual weight of 51 to 1,000 g.



With **Quicksample** you can send product samples and customer gifts up to 15 cm thick directly to your target group's mailboxes, accurately and inexpensively.



**Quickmail International** ensures that your letters, mailings, catalogues, magazines and small goods consignments are delivered all over the world quickly and reliably.



**Quickpress** is the most inexpensive way of getting addressed magazines and newspapers (such as member newsletters, customer magazines or subscription titles) to your readers.



**Quickflyer Personalised** is the low-priced way of gaining new customers: target group selection, addressing, and delivery as a full, reasonably priced package.



Mit **Quickstamp** real postage stamps that you issue in conjunction with Quickmail – boosts the attractiveness of and response to your mailings.



**Quickflyer Partially Addressed** reaches more Swiss households than any other medium and is an effective alternative or addition to unaddressed brochures. Also for consignments weighing less than 51 g.



**Quickpac AG** operates one of the largest electric vehicle fleets in Switzerland, ensuring that parcels reach their destinations quickly, quietly and without harming the environment.



**Quickflyer Unaddressed** are mailings such as flyers, brochures or catalogues without a name, address or minimum weight. Quickmail delivers both commercial and official unaddressed consignments.

# Quickmail Dialogue with regular customers



**Quickmail Standard** and **Quickmail Large** are Quickmail AG's basic products for delivering addressed mailings and catalogues.

## Product benefits

- Delivery within a set time frame
- Delivery on Thursdays and Fridays, the weekdays with the best response
- Free electronic information about the delivery status of your consignments – updated hourly
- Free electronic data collection of undeliverable addresses
- No additional costs for shipments that cannot be handled by machine ('special shipments')

## Formats

- No minimum format
- Maximum format same as for B Mail bulk mailing
  - Standard: Up to B5 (176 × 250 mm), up to 250 g
  - Large: Up to B4 (250 × 353 mm)
- Up to 2 cm thick
- Up to 15 cm thick upon payment of a small surcharge, including for B4 format

## Weight

- Minimum weight: 51 g – relish the possibilities of making your mailings heavier than 50 g, for example by stuffing them with enclosures. Find out more about 'stuffing' on page 25.
- Maximum weight: 1,000 g (up to 2,000 g upon request).

## Requirements

- Stackable consignments
- Quickmail routing number displayed on consignments (page 21)
- Bundles and pallets produced to Quickmail specifications (page 23)

## Prices

The current prices can be found online at [quickmail-ag.ch/Send/Products/Quickmail](http://quickmail-ag.ch/Send/Products/Quickmail)



# Quickmail International

## Worldwide letter delivery



**Quickmail** ensures that your letters, mailings, catalogues, magazines and small goods consignments are delivered all over the world quickly and reliably. With the **PRIORITY** and **ECONOMY** speeds available, you can choose the best service and price for sending out your letters.

### Product benefits

- Potential to save up to 20 % compared with your previous service provider
- Simple pricing structure with prices per item and kg
- We collect your consignments if desired
- Delivery to Deutsche Post's global network or shipment via other carefully selected partners
- Free electronic data collection of undeliverable consignments, if your consignments are routed using the extranet and have a printed Quickmail routing number
- Special solutions such as 'local look' or customs clearance are available

### Requirements

Minimum weight: from 1 g

Maximum weight: 2,000 g

Max. format: max. length 60 cm /

L + H + W max. 90 cm

There are two products to choose from:

### Quickmail International Combi

If you are already using Quickmail services for Switzerland, you can send your foreign consignments very easily via Quickmail International Combi.

When creating a new order via the extranet, just click on 'Switzerland + abroad' and upload your addresses for Switzerland and other countries in the same file.

Your foreign consignments will then be prepared, produced and delivered using the same principles as for Swiss consignments.

### Quickmail International Spot

Do you send foreign consignments regularly or just now and then? Quickmail International Spot is available from 350 consignments per shipment and also for consignments under 50 g.

**Quickmail International Spot** offers Unsorted and Sorted options:

#### Unsorted

- The order is placed via the Quickmail extranet or your customer advisor. Enter the consignment weights and quantities by country or zone. You can produce the consignments in any order you like.
- We cover consignment sorting and franking.

#### Sorted

- We offer additional discounts over the 'Unsorted' option if you ask us to presort your consignments.
- You can choose to upload your foreign addresses via the Quickmail extranet.
- Your data will be prepared within 24 hours. The country names will be corrected and standardised.
- You then produce the consignments in the order we set. Consignments can be bundled using premade bundle labels, or handed over in another way pre-arranged with Quickmail.
- The Quickmail routing number can be printed on consignments. This is then used to communicate undeliverable consignments.

#### Prices

The current prices for Quickmail International can be found online at [quickmail-ag.ch/Send/Products/Quickmail International](http://quickmail-ag.ch/Send/Products/Quickmail%20International). Consignments abroad are not subject to Swiss VAT.



# Quickflyer Partially Addressed

## Partially addressed mailings



**Quickflyer Partially Addressed** enables far-reaching mailings and offers an inexpensive way to gain customers. Partially addressing your consignments also allows you to reach households with a 'no advertising' sticker on the letterbox, and launch high-response campaigns at a low cost.

### Product benefits

- Maximum coverage thanks to delivery to mailboxes with 'no advertising' stickers – up to 95 % of households in Switzerland are reachable.
- Available for flyers, mailings or catalogues. You can also send consignments weighing less than 50 g, as the residual monopoly does not apply to partially addressed consignments.
- Avoid duplicate addressing by comparing addresses with existing customers.
- You can select addresses in your branches' regions – the closer your target group lives, the more valuable they are to you.
- Recipients who do not want to receive partially addressed consignments are excluded from the selection process via a clever mechanism.

### Process

1. Choose the postcode areas where you would like your Quickflyer Partially Addressed consignments to be delivered.
2. Remove households that are not in your target group, add other households with characteristics that are relevant to you, or compare the addresses with your existing address database.
3. Deliver your flyers or mailings to Quickmail unaddressed. We address and presort your consignments. If desired, you can also do the addressing yourself.
4. Quickmail delivers your shipments and answers replies from recipients. On average, fewer than 0.1 % of consignments delivered receive replies.

### Selection criteria

Quickmail allows you to use numerous attributes to improve the response to your mailings:

- Basic attributes such as language area, canton, postcode, income by postcode, number of households per building (or just single-family dwellings), or number of people per building.

- Attributes such as age, purchasing power, status (average education level and household income), family structure (information such as family or single household, average age of head of household, number of over 60s), Sinus milieus (impact of various living environments, life outlooks or lifestyles) or tendency to donate.
- Additional response-boosting attributes such as the activity index ('QuickActive') or 'no advertising' sticker rate. QuickActive shows at building level how many consignments the households in a building receive compared with the Swiss average. The large volume of data used for the index makes this an excellent response indicator. The 'no advertising' sticker rate provides information about how many households per building have such a sticker on their mailbox. This information can also be determined at postcode or district level.

### Exclusion criteria

Quickmail excludes all recipients who are on the 'Robinson list' and other recipients who do not wish to receive partially addressed advertising. This ensures low advertising wastage, more targeted addressing and lower costs.

### Prices

The current prices can be found online [quickmail-ag.ch/Send/Products/Quickflyer Partially Addressed](http://quickmail-ag.ch/Send/Products/Quickflyer%20Partially%20Addressed).

# Quickflyer Unaddressed Advertising works



With **Quickflyer Unaddressed** you can send unaddressed mailings, flyers and catalogues anywhere in Switzerland. Week after week, you can reach up to 4 million Swiss letterboxes cost-effectively. Quickflyer Unaddressed are unaddressed mailings with no minimum weight. Quickmail delivers both commercial and official unaddressed mail.

## Product benefits

- Attractive price advantages.
- Huge reach without scatter losses thanks to the customised scatter area selection.
- Mailings weighing less than 50 g can also be delivered, as Swiss Post's residual monopoly does not apply to unaddressed mailings.
- Uniform price for the whole of Switzerland.
- Interesting selection options, e.g. single-family homes only or apartment buildings only.

## Requirements

- No minimum weight; maximum weight: 1'000 g
- Potential count via Quick Calculator
- Posting of consignments
  - In principle, by Thursday of the week before the desired delivery week.
  - If preparation and bundling meet the Quickmail specifications and the total weight is less than 10 tonnes, delivery is possible until Monday of the delivery week.
  - Bundling: for commercial mailings in denominations of 50 or 100, for official mailings also 200 possible.

## Uses and goals

- New customer acquisition
- Market entries, new product launches
- Extensions of brands or product ranges
- Sales promotion of existing products
- Strengthening customer loyalty and brand awareness

## Prices and Quick Calculator

- There are no different prices according to A, B or C locations or according to language regions.
- You can find the current prices on the Internet at [quickmail-ag.ch/Send/Products/Quickflyer Unaddressed](http://quickmail-ag.ch/Send/Products/QuickflyerUnaddressed).

Plan your mailing of unaddressed mailings with the Quickflyer Quick Calculator. Select your distribution areas now and start a non-binding price calculation: [quickmail-ag.ch/quickcalculator](http://quickmail-ag.ch/quickcalculator).



Example: Selection of distribution area in the vicinity of branches

### What is the difference between commercial and official mailings?

Commercial mailings are all mailings that are promotional in nature. Commercial mailings may not be placed in letterboxes with a «Stop advertising» sticker.

In contrast to commercial mailings, official mailings, such as mailings from certified non-profit organisations, political parties or election committees, may also be delivered to letterboxes with a «Stop advertising» sticker. Quickmail therefore delivers official items to all selected letterboxes in the delivery area.

# Quicksample

## Amaze in a mailbox



**Quicksample** enables branded item manufacturers or retailers to send product samples directly to the target group. This means that products are tested out exactly where they would normally be used: at home in a comfortable environment.

Quicksample is for addressed consignments more than 2 cm thick. As well as product samples, many companies also use Quicksample for sending customer gifts – as a reward for loyalty or as an Easter or Christmas treat.

Quicksample offers a product experience that cannot be achieved via online advertising. Touch, smell, taste: impress your customers with products that appeal to all of the senses.

### Product benefits

- Compared with handing out samples at a station: less advertising wastage, not limited to commuters, products are tested at home, and paper advertising can be more easily enclosed.
- Compared with unaddressed shipping: less advertising wastage thanks to addressed shipping, also reaching households with a 'no advertising' sticker on their mailbox.
- Compared with addressed shipping from other service providers: savings of 30 % to 50 % depending on weight and thickness.

### Applications and objectives

- Market entry, new launches or product relaunches
- Expanding brands or ranges
- Sales promotion of existing products
- Boosting customer loyalty and brand awareness

### Requirements

- Minimum weight: 51 g
- Maximum weight: 2,000 g
- Delivery
  - Total weight up to 10 tons: by Monday of the desired delivery week
  - Total weight over 10 tons: by Thursday of the previous week
  - Addressing/bundling by Quickmail: by arrangement

### Options for undeliverable consignments

- Data collection of undeliverable addresses included in the price
- Physical return for a surcharge
- Separating address labels and goods and returning goods for a surcharge
- Other options available by arrangement

### Additional services

**Manufacturing:** Most printers and letter shops already work with Quickmail and can address and bundle consignments to Quickmail's specifications. If your service provider is not equipped for this, Quickmail would be happy to provide you with a quotation for addressing and bundling.

**Addresses:** If you do not have your own addresses, we would be happy to advise you on address selection.

### Prices

The current prices can be found online at [quickmail-ag.ch/Send/Products/Quicksample](http://quickmail-ag.ch/Send/Products/Quicksample).

# Quickpress

## Send magazines and save



**Quickpress** is our product for the inexpensive, reliable and environmentally friendly shipment of newspapers and magazines. These include member or customer magazines and subscription titles. Quickmail can also transport newspapers and magazines weighing less than 50 g.

### Product benefits

- Save up to 15 % compared with your previous average price.
- You do not pay any surcharges for:
  - Copies above the permitted volume quota.
  - Increased processing time for shipments that cannot be handled by machine.

You also enjoy all the benefits appreciated by the many customers who use Quickmail to send out mailings and catalogues:

- Manage your orders via Quickmail's user-friendly extranet
- Free electronic address processing by Quickmail's sorting criteria within 24 hours
- Free correction of address spelling
- Free information about undeliverable shipments in electronic form

### Range of services

- Submit your magazines at our recipient depot in Egerkingen by Monday at 4 p.m.
- Deliver your magazines on Thursday and Friday (duration R + 3-4)

### Requirements

Quickpress shipping is available for the following newspapers and magazines:

- Titles with valid media accreditation
- Titles that are published monthly or less
- Titles that are currently sent with the postage paid impression 'AZB' and that do not receive any 'indirect press subsidy'.
- Titles that receive («indirect press subsidies»), but pay surcharges for sample issues

### Prices

We would be happy to provide you with a tailored quotation. The best option is for you to send us a copy of your previous invoice, or send us the following information:

- Publication frequency per year
- Circulation sent
- Number or proportion of consignments in postal district or location bundles
- Weight (ca. g)
- Do the shipments require greater processing time?
- Is the title subject to subsidised press rates?



# Quickstamp Customised postage stamps



Quickstamp allows you to add a postage paid impression in the form of a postage stamp to your consignments.

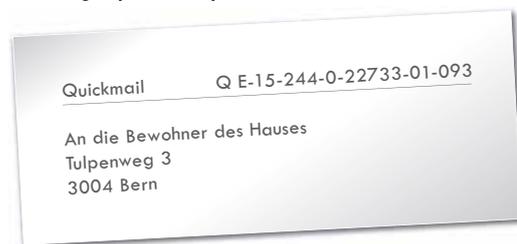


Quickstamps are postage stamps that Quickmail issues in conjunction with your customers. These are proper postage stamps: they display a value and an issue date, and are sold at face value and postmarked.

Whether for an anniversary, a product launch, or just because, use Quickmail to create your very own stamps and make your mailings that little bit more personal.

As well as franking with Quickstamps, as a Quickmail customer you have the following additional options for adding a postage paid impression to your consignments.

### 1. Postage paid impression in address window



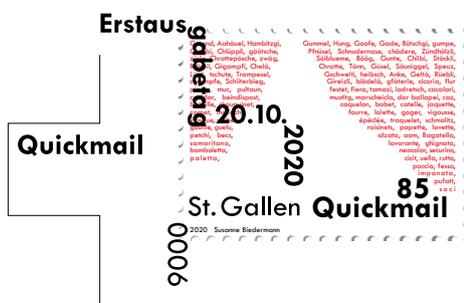
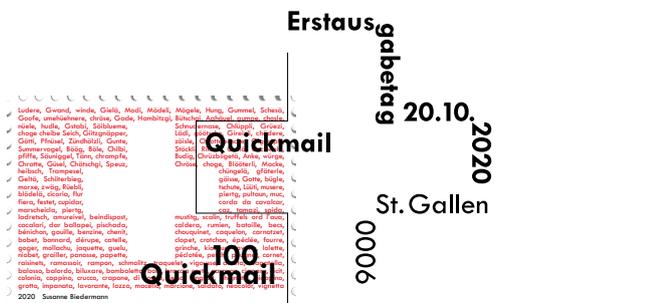
Include the postage paid impression directly in the address window or field, ideally on the same line as the Quickmail routing number.

### 2. Informal postage paid impression



An informal postage paid impression can be any design (e.g. with or without frame) and printed or stuck on your mailing in a clearly visible place.

### 3. Under the Postal Act, letter and parcel consignments must indicate the provider to which they have been handed for delivery. It is therefore vital that the word 'Quickmail' appears.





# Quickpac Same Day Delivery



**Quickpac** ensures that your parcels reach their destination quickly, easily and without harming the environment. Quickpac was founded in 2019, and counts leading mail-order companies and online shops from Switzerland and neighbouring countries among its customers.

Quickpac offers flexible, low-emission parcel delivery in Switzerland. Quickpac is the first parcel service in Europe to deliver its parcels primarily using electric cars, and has one of the largest electric car fleets in Switzerland. Quickpac's other key strengths include evening and same day deliveries at affordable prices and seamless shipment tracking.

Thanks to an innovative, patented sorting system and quick links between sorting depots, Quickpac has the highest daily capacity of any provider for same-day parcel delivery.

### Benefits for parcel senders

- Choice of four delivery speeds (from Economy to Same Day)
- Evening delivery at an affordable price
- Delivery on day of receipt (Same Day Delivery)
- Continually updated projections and information regarding the delivery time

### Benefits for parcel recipients

- Low-emission parcel delivery
- Evening delivery for no extra charge
- Same day delivery: order in the morning, delivered in the evening
- Modern shipment tracking with SMS or email notifications
- Option to collect your parcel from numerous pickup points



### Quickpac AG

Fürstenlandstrasse 35  
9001 St. Gallen

Telephone: +41 58 356 45 00  
Email: [info@quickpac.ch](mailto:info@quickpac.ch)  
Internet contact form:  
[www.quickpac.ch/en/s/Contact](http://www.quickpac.ch/en/s/Contact)



Quickpac

Same Day Delivery

OH 425 851

# Undeliverables

## Leave nothing to chance

Undeliverable consignments are known as 'undeliverables' rather than 'returns' at Quickmail, to differentiate them from parcel consignments that have been returned.

We do not leave anything to chance when it comes to undeliverable consignments. Undeliverables are recorded by the delivery agent via a consignment code and you receive the results as a data set.

As standard, undeliverables are electronically recorded at our depots and then disposed of. As well as the cost of recording undeliverables, you also save on disposal costs.

We can also provide other additional services for a surcharge.

A letter built in to the Quickmail routing number tells delivery agents how to handle undeliverables.

- A, B, Z = individual handling (by arrangement)
- C = delivery as B Mail bulk mailing with Swiss Post, after electronic data collection
- D = return to sender, after electronic data collection
- E = disposal, after electronic data collection (standard package)

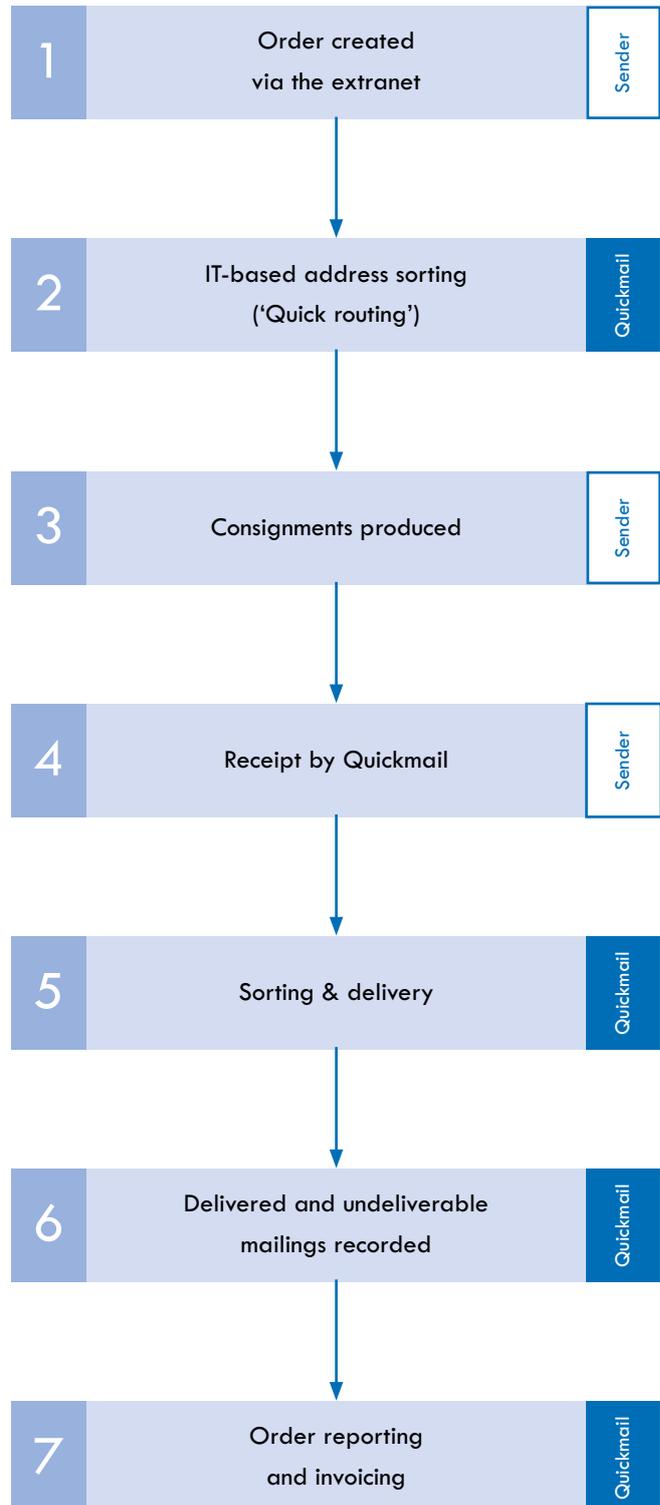
You can choose how you want undeliverables to be handled when creating your order in the Quickmail extranet.



# Systematic success

As a sender, you are looking for processes to be as easy as possible. However, you also want efficient processes for your service providers to ensure low prices. The **Quickmail** system offers both.

1. You start by entering your order in the Quickmail extranet, enter the weight and desired delivery days, and upload your addresses.
2. Then comes 'quick routing': we check whether an address falls under the Quickmail delivery area. If so, the address is given a Quickmail routing number. The addresses are sorted into the correct order and all the necessary documentation (e.g. bundle labels) is created. Quick routing takes no more than one working day. Addresses that are not in the Quickmail delivery area can be prepared to Swiss Post specifications via the extranet. Quickmail's software is certified by the Post.
3. You can then download the data and forward it to the service provider that is producing your consignments. The letter shop can of course also complete the download directly.
4. Consignments are received at the Egerkingen depot, or by arrangement at the recipient depots in Zurich or St. Gallen. As standard, they must be received no later than the Monday of the delivery week. Earlier delivery is no problem.
5. Our depots sort the consignments received from various customers and prepare them for being handed over to delivery agents. Our more than 3,000 delivery agents across Switzerland then deliver the consignments on Thursdays and Fridays.
6. Every day after the delivery, delivery agents provide an electronic notification of which consignments they have delivered and return undeliverable consignments.
7. This information, which is stored by Quickmail in a central consignment database, is used to prepare order reports and for invoicing the sender.



# The right place at the right time

Quickmail follows a weekly cycle, meaning that you and your service providers have a clear schedule to work to.

- **Receipt of consignments:** By Monday at 4 p.m. at the latest. If you submit your consignments earlier, we will store them free of charge. Consignments may be submitted as early as Tuesday the week before the delivery.
- **Consignment sorting:** This takes place on the Tuesday.
- **Handover to delivery agents:** This takes place on the Wednesday.
- **Delivery:** This takes place on the Thursday and Friday.

Quickmail makes deliveries 51 weeks a year. No deliveries are performed in the week before Christmas.

Earlier delivery dates for weeks containing public holidays can be found online at [quickmail-ag.ch/Send/Weeks of delivery](http://quickmail-ag.ch/Send/Weeks%20of%20delivery).

Process step	Thursday	Friday	Monday R+0	Tuesday R+1	Wednesday R+2	Thursday R+3	Friday R+4
Receiving parcels							
Transport btw. depots							
Sorting							
Handover to delivery agent							
Delivery							



# Sorting and identification with the Quickmail routing number

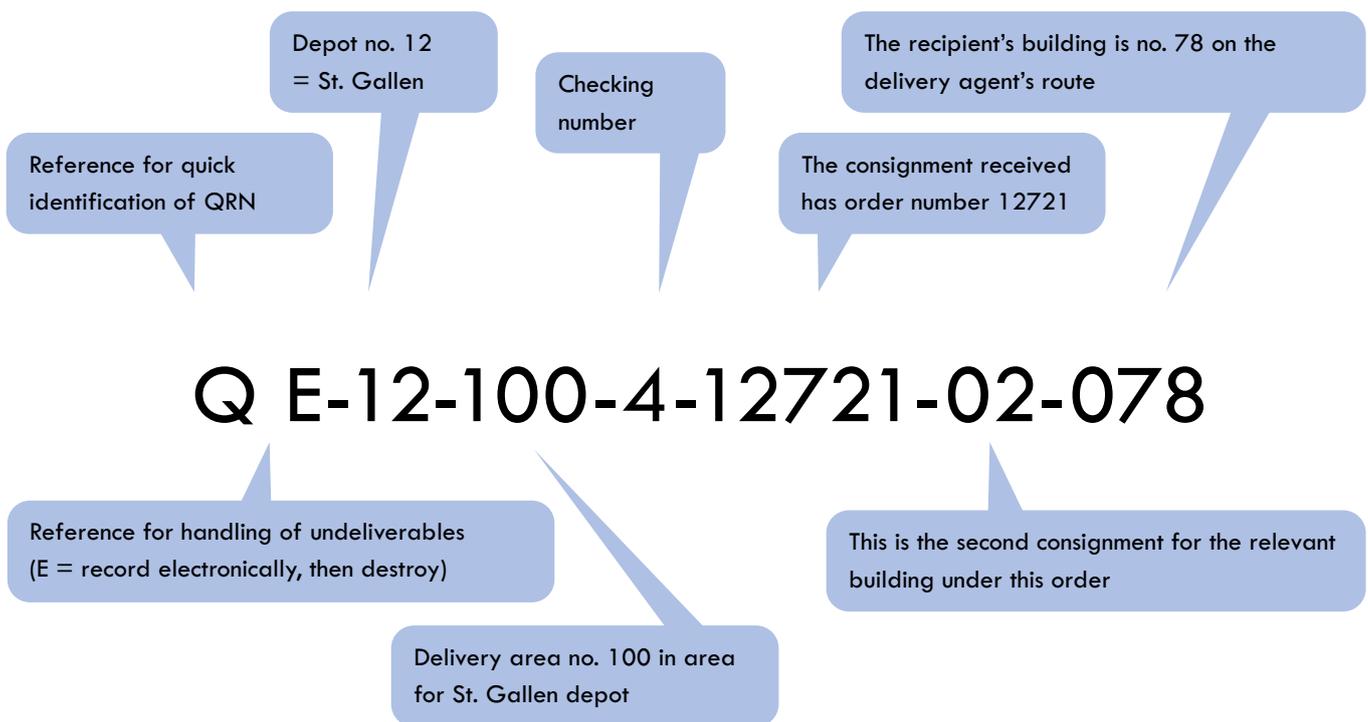
Quickmail uses a special code to enable efficient sorting and identification of consignments: the Quickmail routing number, or QRN for short.

The Quickmail routing number contains all the information required to sort and transport consignments. It also serves as an ID number that allows every consignment to be identified on the Quickmail system.

The Quickmail routing number is added when the consignments are addressed. No additional costs are incurred and it does not take up very much space. Unlike a barcode, it does not suggest bulk processing to recipients.

The Quickmail routing number is generated during the 'Quick routing' process. This is completed via the Quickmail extranet and works like delivery file routing.

Quick routing is completed free of charge once the addresses are uploaded to the Quickmail extranet.



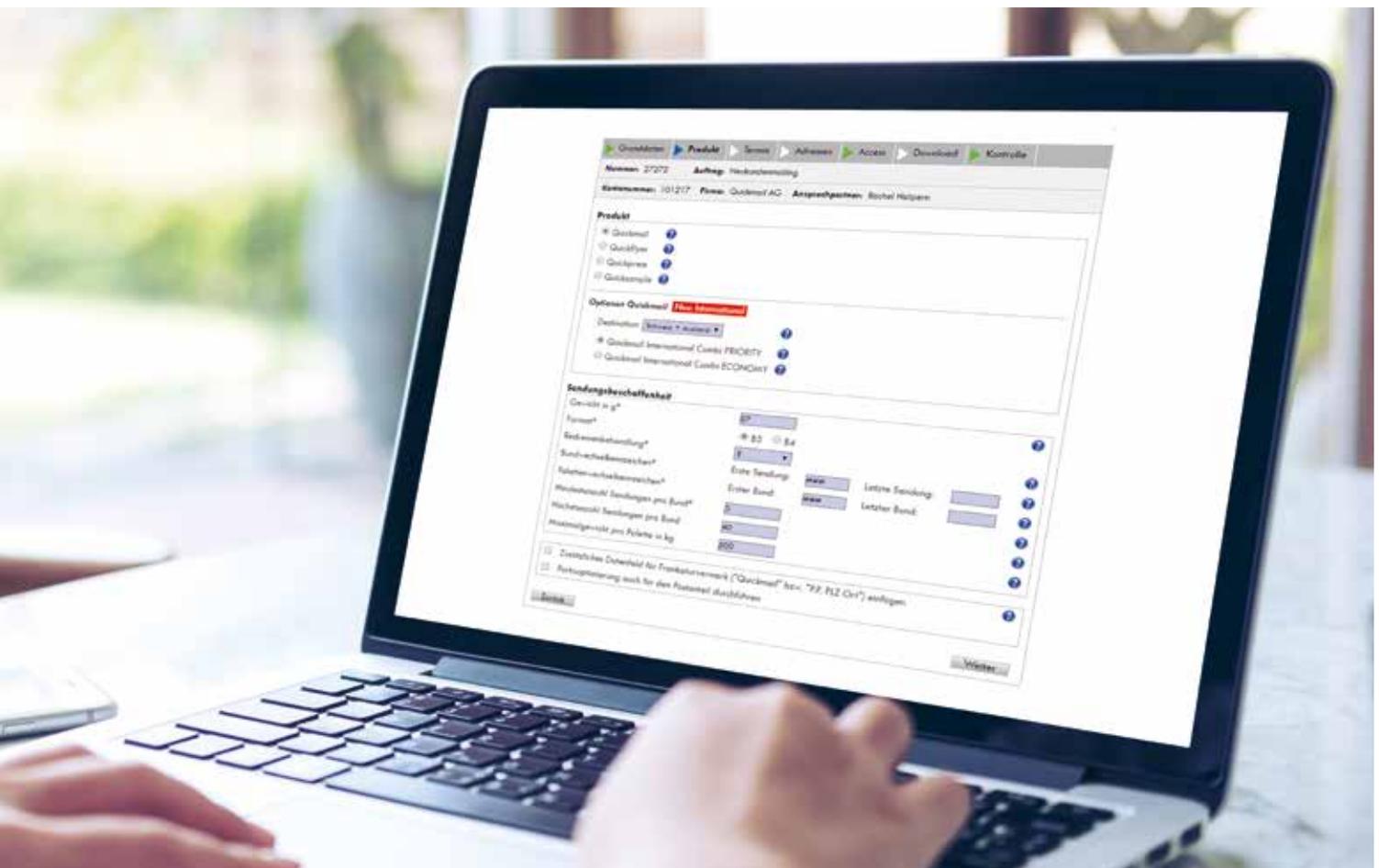
# Everything to hand on the extranet

As a customer or service provider, you can manage your entire interface between you and Quickmail via the Quickmail extranet.

It allows you to do the following:

- Create orders
- Change orders (e.g. change the desired delivery period)
- Upload addresses
- Download addresses that have been sorted and assigned Quickmail routing numbers, download forms (e.g. bundle labels)
- Create reports about delivered consignments, which are continually updated
- Download data sets for undeliverable consignments
- Make changes to master data, such as access for different employees and service providers
- Exchange data between customers, service providers and Quickmail

Open a free personal extranet account at [www.myquickmail.ch](http://www.myquickmail.ch)



# Consignment preparation

Consignment preparation for consignments delivered by Quickmail is no more complicated than the system you are used to from various European postal administrations.

However, please note the following:

- **Postage paid impression:** Consignments delivered by Quickmail cannot bear the same postage paid impression as used for consignments delivered by Swiss Post. Apply a Quickmail postage paid impression rather than a Swiss Post postage paid impression (see page 13). We recommend adding the 'Quickmail' postage paid impression during the addressing process, and not when printing.
- **Quick routing:** Quick routing works like delivery file routing for consignments received by Swiss Post. This task is completed by Quickmail at no extra charge. Quick routing takes no more than one working day.
- **Quickmail routing number:** The Quickmail routing numbers created and assigned to your addresses during the Quick routing process must appear on consignments near to the address.
- **Bundles:** Your letter shop will prepare bundles weighing up to 5 kg. The consignments in a bundle are identified by the Quickmail routing number. The bundle labels are created during Quick routing and provided to you as a PDF file. You or your service provider can choose the bundle label colour. Instead of a bundle label, you can also print the bundle information directly on the consignment.
- **Pallets:** Pallets are given pallet labels. These are provided as a PDF file.

As well as the sorted address files and PDF files with forms, you and your service provider will also receive detailed instructions in German and French..



# Response thanks to quality

Quality in dialogue marketing means that responses arrive at the expected time and in the anticipated quantities. Quickmail's primary goal is therefore accurate, on-time delivery of your mailings and catalogues.

Quickmail uses motivated, well-equipped staff for this – as well as consistent quality checks. We train our staff regularly and perform specific checks of their knowledge. We offer our employees training content in ten languages and a variety of formats, including videos, e-learning and personal on-site support.

These checks consist of the following:

- **Data collection of consignments sent:** Quickmail's delivery agents record which consignments they have delivered on a given day. This is done by entering the route sequence, i.e. 'number 1 to number 334'. Quickmail describes this process as 'indirect track & trace', as delivery information is not recorded for each individual consignment, but rather for a clearly defined group of consignments.
- **Data collection of undeliverable consignments:** Any undeliverable consignments are recorded with the Quickmail routing number and the reason that they were undeliverable. Undeliverable rates that are higher or lower than average are analysed.
- **Blind addresses:** Delivery agents regularly receive consignments with a correct postal address (i.e. the house number, street, postcode and location are correct) but with the name of a person who does not live at the address given. The fact that these mailings are undeliverable can only be determined on site. If delivery agents do not report these consignments as being 'undeliverable', we immediately check whether other consignments have been delivered without issue.

- **Forwarding and second delivery attempts:** When undeliverable consignments are recorded, they are automatically checked against phone directory entries for if individuals have moved and the likelihood of being able to deliver. If there is a new address for a recipient, the consignment is forwarded on. If the address is confirmed by the phone book, a second delivery attempt will be made.
- **GPS logger:** Quickmail's delivery agents are equipped with GPS loggers. These show exactly when a mailbox is operated.

Quickmail's commitment to quality also includes careful handling of the addresses entrusted to us. As well as of course complying with the Federal Law on Data Protection (DSG), we also adhere to the code of honour for the Swiss Dialogue Marketing Association (SDV).

# Stuffing: skilful savings

Private mail carriers in Switzerland are not permitted to transport letters weighing under 50 g. 'Stuffing' means making a mailing heavier than 50 g to enable free choice on the mail market and thus allow you to benefit from price advantages.

**Stuffing** is required if you want Quickmail to deliver consignments that are lighter than 50 g.

## How do I stuff consignments?

There are two ways to make a mailing heavier: Simple stuffing is achieved using heavier paper. A higher paper weight makes mailings feel higher quality and often gains a better response. This is frequently enough to offset the additional costs of heavier paper.

With productive stuffing, you add additional enclosures to your mailing, add additional pages to an existing enclosure, or enclose a gift. Once again, our experience shows that high-quality enclosures generally achieve higher response rates.

Both stuffing solutions can improve the profitability of your mailings, as shipping via Quickmail alone offers potential savings of up to 15 % on postage costs.

Further information and a practical example of stuffing can be found online at [quickmail-ag.ch/Send/Stuffing](http://quickmail-ag.ch/Send/Stuffing).



# Quickmail's mission statement

Nine principles we follow and convictions that drive us.

## Smart

### **We are open to new ideas.**

We are constantly optimising our products and processes. This involves a lot of experimentation, and sometimes even taking unusual approaches.

### **We create jobs.**

Our innovative services for addressed advertising create new jobs. Every advertising consignment printed and sent strengthens Switzerland – the majority of the money spent on online advertising goes abroad.

### **We support our employees.**

As a growing company, we offer prospects for our employees. Vacancies and new roles are initially offered to existing staff. We invest in our employees' development and expertise.

## Postal

### **We believe in the future of the mailbox.**

No medium reaches more people in Switzerland than a printed letter. Addressed advertising is expected in mailboxes, is read, and triggers purchases – now and in the future.

### **Everyone should be able to choose their own mail service provider.**

The residual monopoly for letters weighing up to 50 g is outdated and needs to be abolished. It results in increased postage costs, damages the Swiss printing industry, and destroys jobs.

### **We make things easy.**

We win our customers over with clear products and simple pricing.

## Services

### **Every consignment counts.**

Our primary goal is punctual, proper delivery of all the consignments entrusted to us.

### **We know our customers.**

We invest a lot of time in understanding our senders' needs and the challenges they face. We know our recipients' mailboxes and respect their delivery wishes.

### **We want to be the best choice.**

As a young company, we have to offer maximum value for money. We achieve this via innovation and consistent quality management.

# We look forward to hearing from you!

Have we got you interested in our services? Then we would be happy to arrange a chat by telephone or in person to advise you on how Quickmail could improve your dialogue with your customers.

Telephone: +41 58 356 44 00

Email: [sales@quickmail-ag.ch](mailto:sales@quickmail-ag.ch)

Internet contact form:

[www.quickmail-ag.ch/en/contact](http://www.quickmail-ag.ch/en/contact)



Quickmail AG  
Fürstenlandstrasse 35  
9001 St. Gallen  
Switzerland

Telephone +41 58 356 44 00  
[info@quickmail-ag.ch](mailto:info@quickmail-ag.ch)  
[www.quickmail-ag.ch](http://www.quickmail-ag.ch)