



Minorplanet

# Letterbox Distribution

Case Study

## Letterbox Distribution

Leaflets, cards and small brochures, delivered through letterboxes are a powerful way of communicating with the consumer. Letterbox are equipped to deliver quantities from 1,000 to 1,000,000 of direct mail on behalf of clients.

With dedicated teams, supervised and monitored throughout the distribution process, Letterbox offer tailored solutions for their customers, for shared or individual deliveries. When a client's job is completed, the client receives electronic or hard copies of the Minorplanet maps showing the exact roads that have been delivered to, down to street level.

The system can even provide the necessary proof in time and date stamps should it be requested.

**"We are saving £20,000 per year on private mileage. We are also saving 33% on fuel because of the system"**  
Simon Greatbatch

Simon Greatbatch, Senior Sales Manager for Letterbox, recognised the need for the business to be able to provide proof of deliveries, monitor fuel consumption of the fleet with the goal to improve efficiency of the business.

Simon explains "As a member of the Direct Marketing Association we identified a niche and utilised the technology in order to be a ground breaker in our industry."

The VMI™ system allows Letterbox to provide accurate invoicing, not only are they able to monitor the miles driven in work time, but also private mileage. Simon continues "We are saving £20,000 per year on private mileage. We use the system reports to charge per mile, which covers wear and tear and depreciation of the vehicle. The system also saves us 33% on fuel."

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Simon puts much of Letterbox's recent business wins down to the adoption of the VMI™ system "A great deal of our current business has been achieved through the Minorplanet system. We won a £30,000 contract with Heathrow Airport on the basis of the system. It has definitely helped our company to increase its turnover."

Letterbox make use of the detailed reports available within the VMI™ system, cross referencing manual timesheets, checking for anomalies. "We cross reference manual timesheets with the VMI™ reports and conclude we had been losing c. £1,500 a week in unaccounted man hours. We believe there are two savings: £75,000 per annum physical and £100,000 per annum invisible."

Simon concludes, "When hiring staff we inform potential employees of the system. This helps to eliminate those who are not really committed in our recruitment selection."

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Letterbox distribution firmly believe the Minorplanet system has added value to their business operations and delivered real cost savings.