

Posthub enabled increase in customer correspondence and benefit from bulk mailings savings

SSAFA is the UK's oldest national tri-service military charity. Their mission is to relieve need, suffering and distress amongst the Armed Forces, veterans and their families in order to support their independence and dignity.

SSAFA began working with Posthub to decrease their costs on direct mail and streamline their process for recruitment campaigns.



The process of setting up our account with Posthub was extremely easy and was done in considerable time as we had a new recruitment campaign going out.

Over this last year, they have adapted to additional mailings being added to our calendar, along with increasing volumes that have made the management extremely easy through liaising with our data company and print suppliers..

Switching to Posthub meant we could save costs during a difficult time in the industry. Communication with Posthub has been quick and efficient which in turn has helped to ensure our direct mail process is smooth and hassle free, whilst also being quick at adding incentives discounts to our mailings.

They have enabled us to increase our volume from 100,000 to 400,000 and have made savings from bulk mailings, along with discounts.

**Elizabeth Collins, Individual Giving Manager,
SSAFA, the Armed Forces charity**



GET IN TOUCH

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