



Case study: **Hadley Green**

Hadley Green Garage improves brand development and customer communications using Pitney Bowes technology

Hadley Green Garage is a family motor sales business that has been running for over 90 years. The company sells a range of used and new luxury cars from multiple salesroom sites and provides servicing and repairs from its workshop.

As the company has expanded it has recently embarked on a more assertive marketing campaign to promote strong relationships with its customers.

HADLEY GREEN
GARAGE

A FAMILY RUN BUSINESS, ESTABLISHED SINCE 1919

 **Pitney Bowes**

"Over time our business has grown and, as a long-standing family business, it's important for us to ensure that we stay in touch with all of our customers", explains Norman Holmes, General Manager & Executive Director. "This includes keeping our customers up to date with the latest offers and promotions."

Hadley Green had previously used a DM100 franking machine from Pitney Bowes to automate their mail. But when Pitney Bowes approached him with a suggested upgrade, Norman felt that investing in a new machine made sense.

"When the contract for our old machine expired, our account manager suggested that we try the Connect+. The machine's speed and ease of use make it ideal for a company of our size. Our business is growing and this machine has the capacity to take greater volumes than the 6,000 mail pieces a month that we currently use it for, so as we continue to grow we won't need to re-invest."

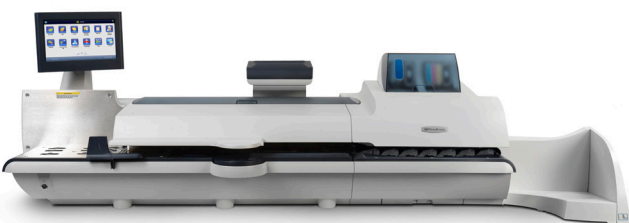
The company has been a customer of Pitney Bowes for many years, and decided not to look at any other suppliers.

"We've been with Pitney Bowes a long time, and have never had any problems, so we had no reason to look at alternative providers. The reputation of the company as the market leader in this technology gives me confidence in their knowledge and I was happy to take their recommendation as to which machine would be best for us", says Norman

The Connect+ is also the first franking machine on the market which enables the user to print in full colour across the length of the envelope.

"This was the real draw for us", explains Norman. "As we were looking at reassessing our marketing strategy anyway, and making it more targeted, the Connect+ suited our plans perfectly. It gives us another tool with which to target our customers."

The company uses the colour function of the Connect+ to include the company logo and also advertise 'the offer of the week', such as lower priced services for owners of cars that are over 3 years old or 0% finance on a particular make or model.



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The business is also planning to use the Connect+ to target potential new customers. Norman is confident that using the Connect+ for this purpose will prove to be successful.

"I think that the colour advertising on the envelope ensures that our mailpiece stands out from the rest. Recipients can immediately recognise where the mail has come from by the colour logo. I also think that the use of colour makes the letter seem more interesting. I believe that most people would tend to open the envelope incorporating colour first, just because you're naturally drawn to it."

Through using the Connect+ as a marketing tool, Norman believes that the machine will easily pay for itself. "If the offer advertised on the envelope using the Connect+ attracts one service of a Bentley, for example, that's a good contribution", he explains.

As the business embarks on continued expansion, Norman is convinced of the importance of continued investment in technology.

"Effective customer communication is key to our continued success. Any solution that can make that easier or more effective and contribute to our growth is incredibly valuable."

Further information on the Connect+ can be found at www.pitneybowes.co.uk/connectplus



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