

## Drawing up management & marketing mail



### THE CLIENT

DOMEO is the French subsidiary of the British group HomeServe, founded in 1993. In the end of March 2012, the company had nearly 900 000 customers, 500 employees and a network of over 700 authorised service providers in France.

### THE REQUIREMENTS

All exchanges by DOMEEO are today in print and this means of communication is expected to evolve. DOMEEO turned to Numen due to the legal value of the mail requiring a service provider of trust for the proper management of the project



With full digital colour, Numen inserts in each management document relevant, targeted, impactful communication that is enhanced by colour

### SOLUTION

#### OUR SERVICE

Daily edition of 25 000 sheets of paper in full digital colour. We are here dealing with management and marketing mail to DOMEEO customers.

Numen implements a comprehensive desktop publishing offer based on quadri IP 5000 printers, from the capturing of information to delivery at the postal facility.

Numen ensures:

- The supply of raw materials
- The design of a computer processing chain
- Checks on receipt
- The personalisation of documents
- Mechanised envelope stuffing
- The processing of registered mail
- The franking
- The management of non-distributed letters
- Daily reporting on activities

## FACTS & FIGURES

10 million pages, 6 million sheets produced in 3 years (25 000 sheets edited daily)

## THE ISSUES

- Timeliness (out-of-hours services, several shifts) - Contingency procedure
- Team dedicated to this project

## THE CONTEXT

DOMEEO offers individuals assistance contracts at home through mailings. As part of its contractual relationship with its customers, it sends personalised management mails. These letters have legal value. It was therefore crucial to DOMEEO to rely on a service provider that has both the necessary equipment and resources as well as expertise on sensitive documents.

## HIGHLIGHTS

- Numen has extensive experience in the recovery of activities both when it comes to IT and desktop publishing in the field of back-office
- Numen optimises the resources so as not to bother DOMEEO more than necessary
- Numen has reliable and efficient reporting solutions
- Numen has developed its expertise in managing complex and sensitive projects combining advanced technologies and business processes
- Numen implements a service continuity approach that aims at minimising the effect of potential disasters on its business
- Our experience in managing complex projects enables us to better cope with the risks of falling behind schedule
- Ensuring data security and providing security guarantees when it comes to:
  - access and control: identification, authentication, confidentiality
  - the integrity and confidentiality of data
  - continuity: backing up, saving and restoring data

## BENEFITS

For a slightly higher budget than for black, the customer gets a service with better quality (production of documents and customer relationship management) and boosts its communication

## CONTACT

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