

Case Study



Overview

- Ireland's leading renewable energy provider.
- Supplies more than 350,000 homes and businesses.
- Produces and mails all customer correspondence in-house.
- High postal costs, poor use of resources.

The challenge

Mail Metrics was tasked with delivering a wide range of solutions to increase efficiency and save costs for SSE Airtricity's transactional mail.

The results

1.2m
packs produced
every year.

**Reduced
carbon
footprint**
due to eradication of
base stationery.

Access
to large postal discounts.

The solution

Mail Metrics Post. We transferred production and mailing of documents from 10 different stationery types to a full white paper solution.

We used our proprietary postal solution to reduce the number of envelopes being used from two C5 envelopes to one plain outer for all mailings.