



Communication Alert ... MAIL IS STILL THE ONE!

A Recent Survey Reveals That Mail Is Still The Best, Most Preferred Way To Communicate With Customers.

A recent survey* conducted by Communications Research, an independent research firm in Media, PA, shows that even in today's electronic world consumers prefer regular mail for receiving and reviewing information such as documents, letters, messages, new product announcements and offerings.

Customers can be inundated by pitches, announcements, and offerings by tele-marketing, e-mail and regular mail. Of the three:

- telemarketing is most disliked (60% listed it as their least favorite method)
- and 66% of customers with e-mail access prefer regular mail to e-mail for receiving documents of all types

The survey decisively proves the value of regular mail: it's universal, convenient, descriptive and perceived as secure. These unique attributes are factors in the across-the-board preference for mail and make it the essential tool for communicating with customers on a regular and special basis.

75%
Preferred Mail For Receiving Announcements on new products from firms they do business with.

This preference for mail provides you with cost-effective opportunities to:

- build and strengthen relationships
- create new selling opportunities
- keep current customers up to date on your offerings and products
- mine the information in your existing mailing lists and files
- create tailored offers.

86%
Preferred Mail For Confidential Material such as statements, bills and financial reports.

For important communication it's mail:

- Your customers feel better about receiving statements, invoices and financial reports in the perceived safety of sealed envelopes.
- The envelope is also a format that:
 - creates opportunities for special offers and personalized promotions
 - gives you the ability to effectively and economically send customers new and important information along with your regular mail.

75%
Preferred Mail For Receiving Unsolicited Information on new products & services from unknown firms.

Mail is unmatched in its ability to:

- open new markets
- bring in new customers
- enable people to review your new information at their leisure
- create a non-pressured atmosphere that allows people time to absorb your information.

76%
Considered Mail More Secure than receiving e-mail communication.

You can use safety and security of mail to your advantage:

- A sealed envelope is thought of as secure.
- Most people don't bother looking at unsolicited e-mail
- Potentially disruptive viruses create even more reluctance.

*A detailed report of the survey results is available at pb.com.

