

INTELLIGENT CONNECTED COMMUNICATIONS

• *Expertly Delivered*[®]



“HELLO”

Welcome to Opus Trust Marketing, a leading specialist in intelligent, connected communications.

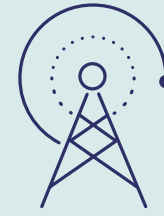
We understand how important it is for business communications to be accurate and timely, whether you're talking to consumers, other businesses or your own employees.

Outsourcing your communications reduces cost so you can focus on your core business. Many of our clients operate in highly regulated markets, which means that the security of their communications is paramount.

Whether your industry is regulated or not, we'll treat your work with the same care, quality checks and security measures. What we do for one, we do for all – so you can have complete peace of mind.

INDUSTRY EXPERTISE

TELECOMS



We process **over one and a half million** home phone and broadband invoices every month, with over 30 million stored digitally.



FINANCE



We work on behalf of **20% of FTSE 100 companies** and many others listed on overseas stock markets.



PUBLIC SECTOR



We send **over two million communications every year** for public sector organisations. That's an average of four messages every minute.

ENERGY



We produce **over 60 million communications every year** on behalf of some of the big six energy providers and tier two suppliers.



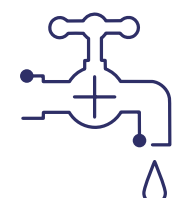
TRAVEL AND LEISURE



We print **millions of photo quality travel documents** every year, driving customer engagement and satisfaction.



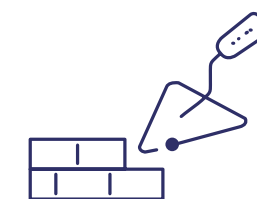
WATER



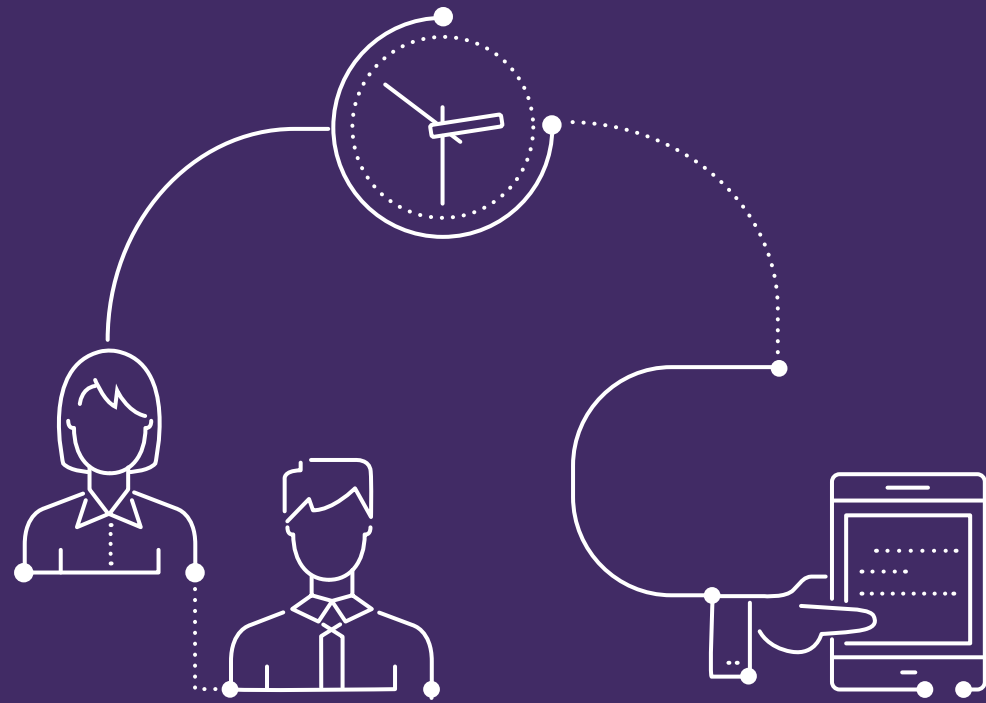
We reach around **20% of UK households** on behalf of water companies, sending over a third of a million communications every week.



CONSTRUCTION



We load over four million items into our document archive annually, helping to **reduce customer queries by up to 50%**.



THE OPUS TRUST MARKETING DIFFERENCE

Choosing the right outsource provider can make a big difference to your business. With customers using varying channels of communication, from interactive e-communications to printed material, our flexible and secure approach means we can tailor-make a programme that's right for your customers, based on their preferences and your business needs.

Experience, credibility and strong relationships with customers and suppliers have supported our growth over the last 30 years.

**EXPERTISE.
INNOVATION.
RELIABILITY.**



Five reasons our customers choose us:

PERSONAL SERVICE

We really take the time to understand your business needs, building a communications strategy that grows with you.

ACCESS TO INDUSTRY EXPERTISE

Throughout the evolution of delivery channels, from postal to digital, we have developed our products and services to reflect changes in demand.

INNOVATING FOR OVER 30 YEARS

We have always worked with our clients to find new ways of working and to pioneer market leading products and services. Proud to be the first mail producer to go live with **Mailmark**®, we are always looking for opportunities to add real value for our clients.

RELIABLE AND SECURE

Many of our clients operate in highly regulated markets. Security of their customer and employee communications is paramount. Whether your industry is regulated or not, we'll treat your communications with the same level of care, quality checks and security measures.

A FLEXIBLE APPROACH

Every client has differing communication requirements. By taking the time to understand your needs we will deliver a solution that works for you.

DID YOU KNOW?

- We communicate with almost half of the UK's water and energy consumers, and more than 10% of the UK's working population.
- We send nearly 1,000 communications every minute on behalf of our clients. That's almost 1.3 million every working day.

"...customer focus, commitment to moving forwards from a technology perspective, price and quality of product were all integral to our choice. Opus Trust Marketing leads in all areas."

OPUS ENERGY

ABOUT US

BEST-IN-CLASS CREDENTIALS

Opus Trust Marketing has been established in the secure communications industry for over 30 years. From our Leicester headquarters we work with some of the biggest brand names in Britain.

As our business has grown, so have our services. We offer innovative, agile solutions to clients across a wide range of industries, from utilities to healthcare.

Corporate Social Responsibility (CSR)

We recognise our impact on the environment, our local communities and our people.

CSR comes from the highest level. The Peter De Haan Charitable Trust, created by our founder and Chairman, provides considerable support to environmental, social welfare and art-based projects.

We're reliable, compliant and secure. Our audit trails speak for themselves, and we're proud of our seals of approval.

ISO 9001:2015 certified
Quality Management System

We carry out risk assessments and are a member of the British Safety Council

ISO 14001:2015 certified
Environmental Management System

We conduct regular full internal audits and audit all of our suppliers of service

ISO 22301:2012 certified
Business Continuity Management System

Certified member of the Cheque Printer Accreditation Scheme (CPAS) (formerly APACS)

ISO 27001:2013 certified
Information Security Management System

Certified Bank Giro Credit (BGC) Printer

Our handling of personal data abides by the eight Data Protection Principles as laid out in the Data Protection Act 1998

Chain of Custody certification with both FSC and PEFC ST 21002:2013 enables us to offer our clients sustainably sourced and traceable paper products

First mail producer to go live with Mailmark®

**FAIR.
REWARDING.
EQUAL
OPPORTUNITY.**

RESPONSIBILITY STARTS HERE

- We minimise waste
- We recycle 98% of operational waste
- We reallocate redundant resources to reduce waste to landfill.
- All our envelopes are PEFC* certified and we work with clients requiring FSC** certified material.
- We are champions of diversity and equality, embracing our multi-cultural workforce.

*Programme for the Endorsement of Forest Certification **Forest Stewardship Council®



Mailmark®



The mark of responsible forestry
FSC® C010699



WHAT OUR CUSTOMERS SAY...

We're confident in our expertise, and so are our customers – here's what they have to say about us:



'We selected Opus Trust Marketing as our outsourced communications partner as they were competitive with a compelling proposition and clear commercials. Our businesses are aligned sharing similar values. The technology on offer is excellent, providing a flexible approach to our needs. The team at Opus clearly understand our requirements and are a great fit with our business.'

'Primarily we were looking at cost savings. We also wanted to improve efficiency and work with a company that has the capacity to enhance the service moving forward. Opus Trust Marketing provided a wide range of electronic delivery methods to meet our customers' needs and free up our internal resource.'



'We're delighted to work with Opus Trust Marketing for our customer communications. Their flexible, innovative approach led to an effortless and smooth transition of work, we look forward to working closely with them over the coming years.'

'Opus Trust Marketing produces highly sensitive documents for Equiniti, including pay and pension advices, P60s, P45s, pension statements, postal share documents and a range of letters. Integrity is key; all data has to be handled securely and reconciled from the moment it is received until it is handed to the postage carrier. Equiniti works with household names and market leading brands that demand adherence to their quality standards and brand guidelines. Opus Trust Marketing delivers on all levels.'



'Opus Trust Marketing's multichannel solution has significantly reduced our administration costs and enabled us to focus more on our core business.'

OUR SOLUTIONS

Our services integrate to provide a flexible end-to-end solution for critical document outsourcing. Here's what we offer:

Great design and production:



TRUSTDOC®

Combine a range of processes to create highly personal printed documents for your customers. Crucial business documents like reminder letters, bills, statements and invoices can be customised with our flexible, automated production capability.

Secure e-delivery:



TRUSTWEB®

Store, retrieve and send a wide variety of communications. Our electronic document repository gives your staff and customers rapid access to statements, e-billing, e-payslips and proof of delivery via transactional email, SMS or EDI.

Fast, cost-effective mail:



TRUSTPOST®

Benefit from our fully managed and highly cost-effective mail service. We work with trusted Downstream Access (DSA) providers to achieve the shortest delivery cycles and low postal rates to provide you with the optimum solution.



TRUSTDOC®

Physical documents are a vehicle proven to enhance customer engagement.

TRUSTDOC® combines a range of processes to create highly personal printed documents for your customers. Crucial business documents like bills, statements and invoices can be customised with our flexible, automated production capability.

We'll design and print your communication securely, add inserts selected specifically for each recipient and enclose everything inside a quality checked envelope.

TRUSTDOC® integrates with our managed postal service and our suite of e-services to deliver cost-effective communications through your customers' preferred channels.

THE BENEFITS

Increased accuracy

Intelligent automated systems ensure that every mail pack is tailored exactly for the recipient.

Improved customer experience

Providing the right information at the right time leads to a reduction in call centre traffic, less pressure on internal resources and greater customer satisfaction.

Management Information

Detailed reporting provides a complete picture of all jobs, individual components and dispatch information.

"...household names and market leading brands demand adherence to their quality standards and brand guidelines. Opus Trust Marketing delivers on all levels."

EQUINITI

TRUSTDOC® SERVICES

DOCUMENT DESIGN

Taking a customer-focused approach, we will work with you to create documents that engage the recipient, enhance brand perception and improve return on investment.

DOCUMENT COMPOSITION

Our document experts will follow your design rules to create business critical documents that are consistent with your corporate branding. You can add targeted cross-sell and up-sell promotions using dynamic variable data fields to build a **personalised customer experience** and increase return on investment.

PRINTING AND ENCLOSING

With our full colour, high-speed, secure digital printing machines, we can remove the need for any pre-printed stock requirements and generate the entire document, regardless of the quantity or variety of communications required - so you don't have to worry about integrity, stock controls, wastage or shortages.

E-DELIVERY

TRUSTDOC® combines with our TRUSTWEB® solution to manage the delivery of electronic communications. All files are optimised for electronic transfer taking into account the final method of digital display.

ON DEMAND MAILINGS

Whether it's an urgent letter or one-off marketing mailshot, we can help you to keep your customers informed when **ad-hoc, short notice** or **emergency** communication is required.

HYBRID MAIL

Our cost-effective Hybrid Mail solution provides a really quick way to share files, **freeing up your office time and reducing operating costs**. Enable office staff, remote workers and contact centres to send documents to us electronically straight from their desktops for printing or e-delivery.

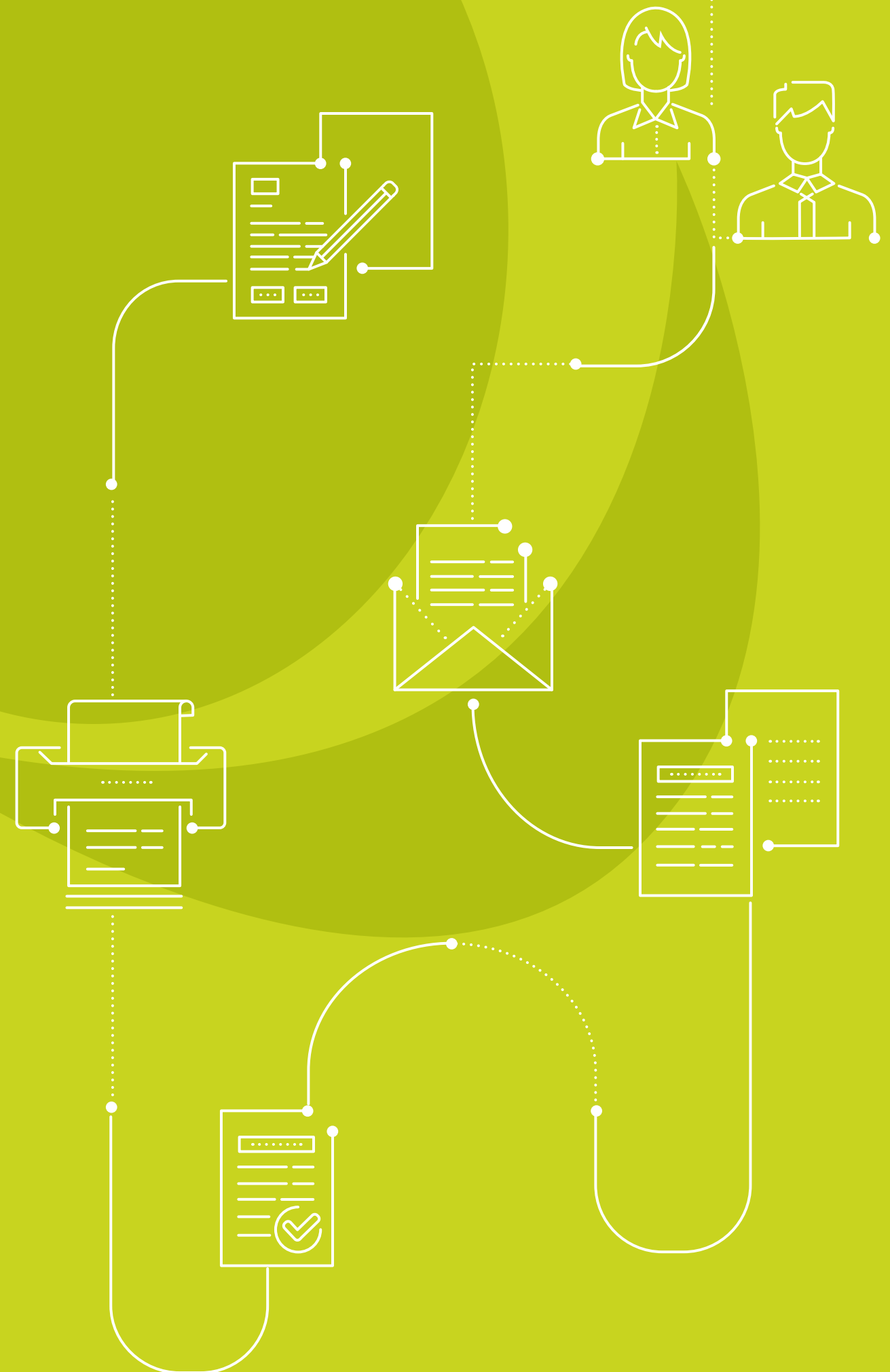
MAXIMISING POSTAL DISCOUNT

We go to great lengths to ensure that postal address details are as accurate as possible and will achieve the maximum postal discounts available when entering the postal system.

PRINT MANAGEMENT

Through our print category expertise, innovation and manufacturing technologies we'll create market leading communications for your customers and marketing teams. Working with a single source provider, you'll gain **impressive cost savings**, reduced administration time and increased efficiencies.

**DESIGN.
PRINT.
MAIL.
SUPPORT.**





TRUSTWEB®



TRUSTWEB® makes e-billing and document storage easy.

Store, retrieve and send transactional communications digitally using the **TRUSTWEB®** suite of e-services. All documents are stored inside the document repository allowing customers and staff to gain quick and easy access to bills, letters, statements and payslips via desktop, tablet or mobile devices.

With **TRUSTWEB®**, you can:

- Store and retrieve invoices, statements, credit notes, payslips, PoDs, reminder letters and sales order acknowledgements.
- Send email notifications and reminders, SMS text communications and transfer data via EDI.
- Report on log-in rates, registration counts, document view rates or activity relating to specific accounts.

THE BENEFITS

Lower costs and faster revenues

Reduce print, paper and postal costs instantly. Enjoy lower administration costs and get invoices paid fast, reducing days sales outstanding (DSO).

Increased efficiency

Benefit from instant delivery of critical customer communications and eliminate the need for physical document storage with our document repository. Customer self-serve reduces call volumes and quick online document retrieval saves administration time.

Security and reliability

We offer complete information security and rapid, reliable document retrieval, with a full audit trail.

“...significantly reduced our administration costs”

CEMEX

“...provided a wide range of electronic delivery methods to meet our customers’ needs”

HSS HIRE

TRUSTWEB® E-SERVICES

Store and Retrieve

DOCUMENT REPOSITORY

From sales letters to emails, invoices to dunning letters, payslips to P60s – wherever you have a document that needs to be stored, shared or retrieved securely, you have the document repository.

DOCUMENT SCANNING

Our secure scanning bureau allows us to scan hard copy documents, identify them with the scanner's optical capture technology, index them and save them as PDFs. Hard copy files can be returned to you or disposed of securely.

Send

E-COMMUNICATIONS

If you're a larger organisation looking to cut costs, drive sales, or improve customer experience, electronic communications are fast and effective.

Through channels such as email, SMS or App delivery the recipient can be provided with direct information, such as an e-payslip or invoice, links to payment platforms and online billing portals, sales channels and third party websites.

Messages sent to the recipient can be structured to make it easy for them to respond, removing the need for them to log in to an online portal to make a payment or check their statement.

Use e-communications to:

- Deliver communications on time and directly to the recipient
- Receive payment more quickly - lowering outstanding debt and supporting cash flow

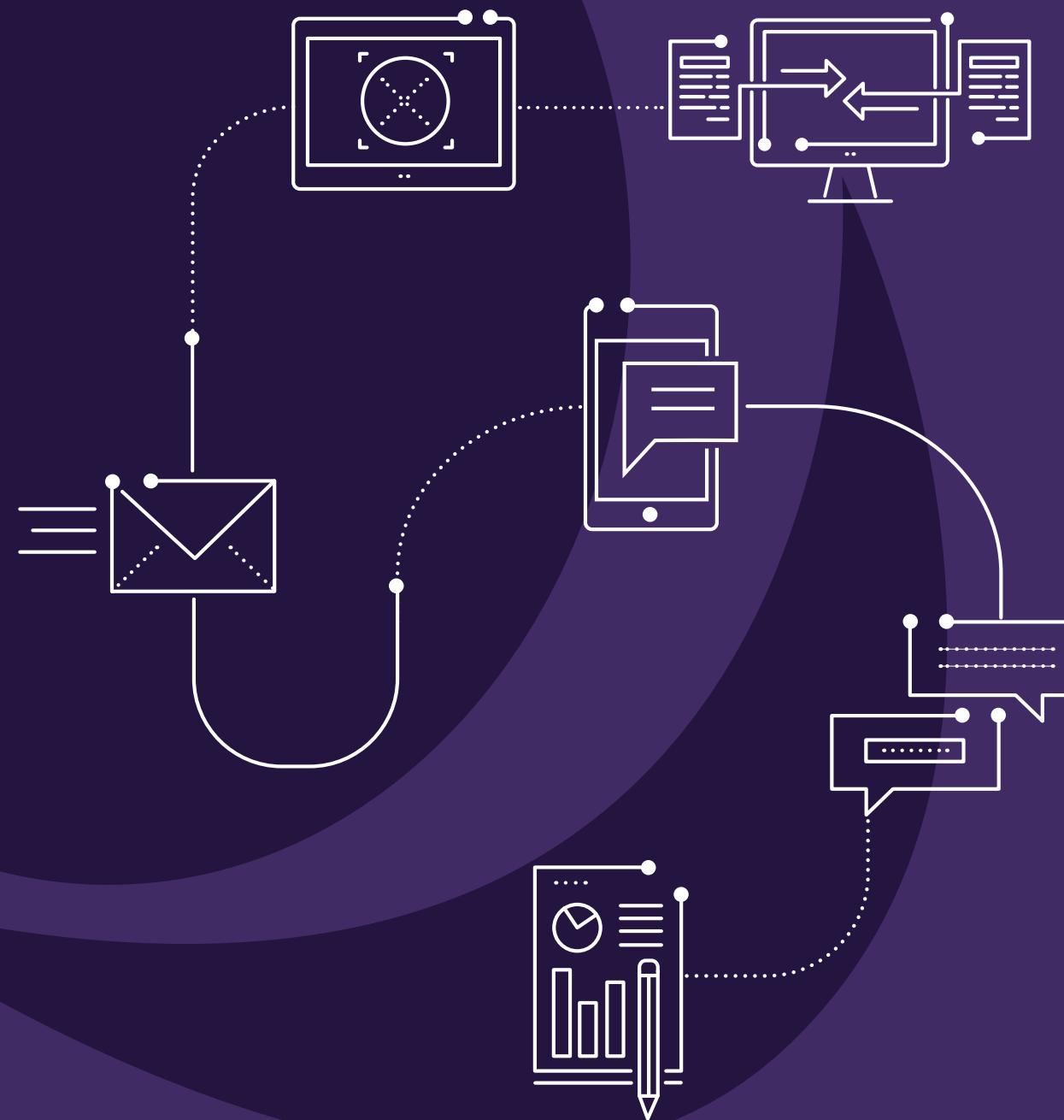
ELECTRONIC DATA INTERCHANGE (EDI) MANAGED SERVICE

An increasing number of large organisations require their trading partners to transfer data directly to their own billing or accounting platforms, including invoices and credit notes, using EDI. We have the expertise to work with disparate files from multiple locations and output in the manner and format required. Data can be submitted to the chosen Value Added Network (VAN) for processing, or directly into the trading partner's accounting system.

Reporting

MONITORING

Wherever there is data, there is the opportunity to generate reports. Every function within the TRUSTWEB® suite can be monitored through reporting. Reports may range from weekly updates on mailed volumes, to details of scanned records, search queries or monthly email delivery statistics.



**STORE.
RETRIEVE.
SEND.
REPORT.**

FEATURES

- Secure login, username and password protocols with 24/7 monitoring
- All documents are backed up for quick retrieval in case of loss or disaster
- ISO 27001 compliant for information security management
- Document watermarking to distinguish originals from copies
- Restricted access to documents on a functional, geographical or need-to-know basis



TRUSTPOST®

TRUSTPOST® is our fully managed and highly cost effective mailing service. We work with Royal Mail and trusted Downstream Access (DSA) providers to achieve the shortest delivery cycles and lowest postal rates to provide you with the optimum solution.

Send, track and deliver your letters, invoices and annual statements using **TRUSTPOST®**. We'll offer you free advice on how to comply with mailing specifications, discuss cost-saving mailing options, and provide full end-to-end item tracking.

TRUSTPOST® integrates fully with **TRUSTDOC®**, our print and enclosing service, and **TRUSTWEB®**, suite of electronic services. So whether your customers wish to receive their bills, statements or other important documents online or through the post, we can deliver.

As a high volume mail producer our postal rates are hard to match, but you can take advantage of them so get in touch to see what you can save.



THE BENEFITS

Efficient service

You won't have to liaise with multiple postal providers – we'll be your single point of contact, saving you time and administration costs.

End-to-end mail tracking

Our online mail tracking system incorporates **Mailmark®** data and provides enhanced traceability to pack level, so you know when each customer has received their bill, letter or statement.

Cost-effective mail

Our team is always on hand to give you advice – whether you're looking for the most cost-effective mailing option, or you're concerned about your mail being fully compliant. You'll also have a clear understanding of your costs and savings, as we provide detailed reports with full, accurate reconciliation of print and postage billing.

“The technology on offer is excellent, providing a flexible approach to our needs.”

ADRIAN FLUX INSURANCE SERVICES

TRUSTPOST® SERVICES

MAIL SORTATION AND CONSOLIDATION

We pre-sort and consolidate your first class and second class mail before handing to Royal Mail, enabling smaller batches of mail to be grouped together in order to maximise savings.

DOWNSTREAM ACCESS (DSA)

We work with trusted DSA providers to guarantee that you receive a two or three day postal service. By sending pre-sorted mail into the postal system, no further processing is required - saving time and reducing costs.

INTERNATIONAL MAIL

Benefit from lower international postal rates with TRUSTPOST®. Whether you need to send small or large volumes of business correspondence on a regular or ad hoc basis, our business mail services provide a managed solution for your international business requirements, worldwide.

MAILMARK®

Opus Trust Marketing worked alongside Royal Mail to develop the Mailmark® 2D barcode tracking system. Mailmark® tracks postal items all the way through the postal system, allowing the sender to know exactly when every item will arrive.

TRACKING AND REPORTING

By bringing together the data that we generate from processing mail with reports from the DSA provider, we are able to build a full picture of the mail journey. Our reporting system links customers' inbound data feeds to print, enclosing and postal data allowing reconciliation at job level.

CLIENT MI DASHBOARD

Clients receive reports to show mailed volumes, undelivered mail, unit costs and delivery times through our Client MI dashboard. The system allows individual queries to be answered quickly and keeps a tight control on the supply chain so we can ensure that SLAs are always met.

POSTAL COLLECTIONS

With our unique postal collection and consolidation service we collect and sort pre-enveloped letter post from large organisations on a daily basis then send it through our high speed Downstream Access service directly to Royal Mail.

COURIER SERVICES

For time-sensitive documents or packages that need to be processed and sent very quickly, we provide a same day courier service. This guarantees same day UK delivery for parcels, with full real-time track and trace and email delivery confirmation.

**MAIL
SORTING.
REPORTING.
GUIDANCE.**

CASE STUDY

SEVERN
TRENT

BACKGROUND

Operating across the heart of the UK, Severn Trent supplies water to over eight million customers from mid Wales to the East Midlands.

Working within a highly regulated industry, Severn Trent was searching for an outsource partner to print, enclose and dispatch a range of customer communications reliably. They needed a supplier they could trust to perform consistently; and to meet the exacting standards laid down by Ofwat. Severn Trent required communications integrity, production capacity and the flexibility to generate payment books, remittances, bills and reminder letters with multiple inserts in a range of envelope sizes on the day data is received.

SOLUTION

Established as an outsource partner for a number of the UK's water suppliers, Opus Trust Marketing is well versed in creating solutions that deliver against the rigours of industry standards. With our ability to accommodate fast turnaround, high volume production, the Opus Trust Marketing team implemented a fast, secure, transparent work flow which was robust and flexible enough to accommodate the water supplier's variable communication formats and volumes.

We developed a creative solution for water bills, utilising our communications expertise to re-engineer bills to present information with more clarity. Introducing opportunities to add marketing messages when required, we added an effective channel for Severn Trent to engage with their eight million customers.

With best in class transactional mail production, we have worked together to reduce paper wastage and support Severn Trent in their environmental drive through the use of sustainably sourced FSC and PEFC certified paper.

THE RESULT

An unwavering focus on providing Severn Trent with the best possible service has forged a strong relationship, with further service advances underway through our TRUSTDOC® solutions.

GET IN TOUCH...

To learn more around how
Opus Trust Marketing can
support you and your
business contact:

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Leicester
LE3 1UQ

Call: 0116 232 7500
Email: hello@opustrust.co.uk
Visit: opustrust.co.uk

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