



Industry: Business and Consulting

Everlytic's Enterprise Architecture Helps Postnet Manage Their Franchise Communication

About PostNet

PostNet SA (Pty) Ltd delivers efficient business solutions with their courier, copy and print, digital, stationery and mailbox services. PostNet is SA's largest privately owned counter network in the document and parcel industry and trades across over 278 owner-managed retail stores, which serve an excess of 55,000 'walk-in' customers per day, countrywide.

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Pieter Strydom
Digital Manager South Africa

The Challenge

PostNet Southern Africa franchises needed one communications system to serve regular internal communications to all associated branches as well as external campaigns to clients. The challenge was to cater for different types of communications for their franchises and clients, whilst accurately and efficiently managing data for thousands of customers.

The franchisor account is primarily used for communicating to staff, third party service providers and for testing franchisee communications. Email communications range from staff training to service provider notifications and tests.

Franchisees and branches are responsible for client communications, which are used to update account holders using a variety of PostNet services, including mailbox rentals. Such client campaigns revolve around general notices, alerts and updates on mailbox expirations and renewals, services affected by strike action, promotional campaigns and incentives.



The Solution

PostNet uses Everlytic's Enterprise package architecture to manage their email and SMS communications to staff, service providers and clients.

Each franchisee is linked to PostNet's head office as an independent brand. The head office is responsible for purchasing and allocating quota to each of the 278 branches. This parent-child structure allows PostNet head office to maintain control over the allocation quota and ensuring that bigger branches can be allocated the required quota for their needs.

Everlytic's flexible multitenant architecture together with authentication, security and access protocols means each of the 278 branches manage their related client communications independent of the head office. API (Application Program Interface) integration ensures that data between head office and its branches are regularly, accurately and efficiently synced and updated.

With regards to PostNet's head office using their Everlytic account for testing email campaigns sent by individual branches to clients, the tests largely extend to email footers in client communications. PostNet's email footer tracks link clicks to their website, social shares, unsubscribes, profile updates and forwards-to-friends by subscribers.

The Results

Pieter Strydom, Digital Manager for PostNet Southern Africa, explains that PostNet needed a platform that could both integrate and communicate to its database.

"We found that Everlytic could be used to both, manage our national database and communicate to that database. A lot of companies specialised in one or the other, but Everlytic could do both equally well," says Strydom.

Everlytic Met PostNet's Primary Objectives:

- Easily build PostNet's national database in line with industry best practice, the Consumer Protection and Protection of Personal Information (POPI) Acts.
- Actively manage the health of PostNet's national database with automated unsubscribe, opt-out and bounce tracking
- Effectively communicate to the national database

PostNet Benefits

PostNet required a secure, adaptable system that could integrate with their Customer Relationship Manager system (CRM) and match their franchisor-franchisee model. "Everlytic met our security issues hands down, with different levels of security measures in place to ensure our data is not compromised. The Everlytic system is reliably secure," says Strydom.

In addition to traditional communication using flyers and brochures, PostNet was looking to transition to digital communications. "Everlytic is both consumer and user friendly and because we were able to integrate with their Enterprise Architecture, the transition to digital has been uncumbersome," says Strydom.

EXPRESS EASY, NOW AVAILABLE AT POSTNET

EXPRESS EASY provides an effortless means of shipping documents and packages to any of DHL's over 220 destinations in just four easy steps.

- PICK** - Choose from 8 sizes
- PACK** - Fill your box in store with the item(s) you wish to send
- PAY** - Take your shipment to the counter and pay
- SEND** - Send your packages to over 220 destinations worldwide

Visit us in store to find the perfect box for you!

Dear **{{contact.contact_name}}** Having trouble reading this email? [View it in your browser](#)

Your mailbox is up for renewal on "Due Date"

Dear **{{contact.contact_name}}**

Your mailbox is "Suite Number" up for renewal. Please contact PostNet **{{contact.cfv_store}}** to arrange for payment and renewal.

Should you not renew the mailbox within 30 days, we will consider it closed.

Regards
{{contact.cfv_store}}

Copy & print **Digital** **Courier** **Stationery** **Mailboxes**

PostNet Benefits From Using Everlytic:

- Everlytic's API Integration talks to PostNet's CRM to automatically synchronise data thus ensuring the data is the same at both branch and head office level.
- Adaptable Everlytic architecture matches PostNet's franchisor-franchisee needs in terms of quota allocation from head office to regional branches, whilst allowing each branch to communicate with clients independently of head office
- Everlytic's interface is user friendly and convenient, saving time on training and implementation.

About Everlytic

Everlytic is email and sms cloud marketing software built for discerning marketers. Create flexible, automated campaigns with our easy-to-use interface and track everything. Created for the demanding requirements of big business and to build richer customer relationships, our powerful software is trusted by hundreds of the best known brands in South Africa and abroad.

Build and manage effective digital campaigns from bulk newsletters and notifications, to transactional statements and system generated messages across email, mobile and social channels from one central hub. Visit www.everlytic.co.za or contact info@everlytic.com for more info.

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