

JBS Direct

Mailing and Fulfilment Services



Linking clients with their customers



JBS Direct - linking clients with their customers

JBS Direct offers an extensive range of Direct Mailing and Fulfilment services encompassing all aspects of Direct Marketing support.

With over twenty-five years of experience and operating out of our superb facility in Farnborough we strive to build strong two-way relationships based on trust and of course results. Think of us as an extension to your marketing department, and utilise our experience, knowledge and quality as we handle all your mailing and fulfilment requirements.

Why choose JBS Direct?

JBS Direct has established itself as an experienced and professional business partner for any organisation undertaking direct mail campaigns.

JBS has developed its portfolio of services to respond to the changing trends of the direct marketing industry so much so, we can truly boast to be a one-stop shop for Direct Marketing support.

People are our biggest asset and this is demonstrated by our commitment to pro-active account management. Each client or each project will be allocated an account manager with a secondary contact ensuring seamless customer service at all times.

JBS Direct -
we are the link you've been looking for...
the link between you and your customers!



JBS Direct's services - at a glance...

The following are the services we offer, just take 'off the shelf' what you need:

Data and Laser Bureau Services

- Database design, build and management
- Full data processing
- Data enhancements
- Data suppressions
- Bulk mailing sortation discounts
- Laser printing
- Inkjet printing

Direct Mailing and Fulfilment

- Hand and machine enclosing
- Hand and machine folding
- Shrink wrapping
- Brochure fulfilment
- Product fulfilment
- Pick and pack
- Point-of-sale collation

Warehousing and Distribution

- Standard and secure storage
- Stock control
- Weekly automatic stock reporting via email
- UK, European and ROW Mail, Parcel and Pallet distribution
- Dedicated courier service

Call Centre / Response Handling

- Order processing - telephone, fax, email, web, coupon
- Secure on-line payment processing
- In-bound live and automated brochure order lines
- Data capture

Other Services

- Envelope supply
- Print sourcing
- Data profiling
- Mail order

JBS Direct's core services are described in more detail on the next page



Machine Enclosing

Machine enclosing enables us to provide our clients with a fast and cost-effective solution for large volume mailings. Our 6 and 8 station machines can insert up to 6 and 8 items per envelope and our daily output is over 160,000 items. We can also machine fold A4 to A5 and A4 to DL.



Hand Enclosing

There are no such boundaries for hand enclosing. From the simple enclosure of a personalised letter to more intricate projects such as personalised matching, hand folding, gluing and credit card matching. Our experienced hand enclosing teams are there to ensure your bespoke non-machineable mailings are completed to budget and on time.



Fulfilment and Mail Order

JBS Direct can meet virtually all of your fulfilment requirements from daily 'pick and pack' activities to complex individual packaging for Mail Order, Internet and TV shopping channels. Whether your requirement is large or you are a small organisation JBS Direct can meet your needs to get your goods safely and efficiently to your customers.

POS Collation and Distribution

JBS Direct is ideally suited to handle all your Point Of Sale collation and distribution needs. We have the space and the flexibility to make up your small single carton packs or multiple packs for sampling projects. We can then use our network of distribution suppliers to ensure your packs arrive safely and on time.



Warehousing

JBS Direct has its own warehouse on-site at our Farnborough facility where your goods or media can be stored safely until required. We can email you with weekly stock reports, which will enable you to monitor your stock movement.



Distribution

In addition to our own vehicles JBS Direct have several partner companies providing courier, parcel and pallet distribution which are used by us on a daily basis giving our clients very competitive rates coupled with an excellent service. All delivery services are available such as Sameday, Nextday, 48 hour, International and Timed delivery.

Call Centre

Our call centre is equipped to handle a variety of different requirements both in-bound and out-bound. In-bound projects both live agent or fully automated include: campaign response, customer information services, brochure lines and order processing. Out-bound projects include: lead generation, market research, and list validation. The call centre is supported by Lucent software and by our in-house IT department and links seamlessly with all back-end fulfilment systems offering concise and flexible solutions whatever the requirement.



Response Handling

JBS Direct is equipped to handle all manner of response handling projects and clients can make use of our business reply and freepost licenses as well as our Call Centre to facilitate this. Our data capture bureau is on hand to capture responses from coupons, brochure panels or from our automated phone lines.

Our IT programmers have developed a complete campaign solution, 'CentreCall'. A bespoke programme, which provides and links the front end and back end services; all housed under one roof. CentreCall is flexible enough to allow our clients to utilise the elements they require and to have any part of the programme customised to meet the needs of an individual campaign.

IT Systems that make JBS tick

JBS Direct have in-house, highly qualified IT and Database specialists and programmers. Not only do they design, build and manage exceptional marketing databases for our clients, they have also designed and built several in-house bespoke systems that are crucial to the smooth daily running of our mailing and fulfilment operation. The following is a brief description of two of JBS Direct's major client-related systems and also one of our in-house job management programmes to give you a flavour of our in-house capabilities.

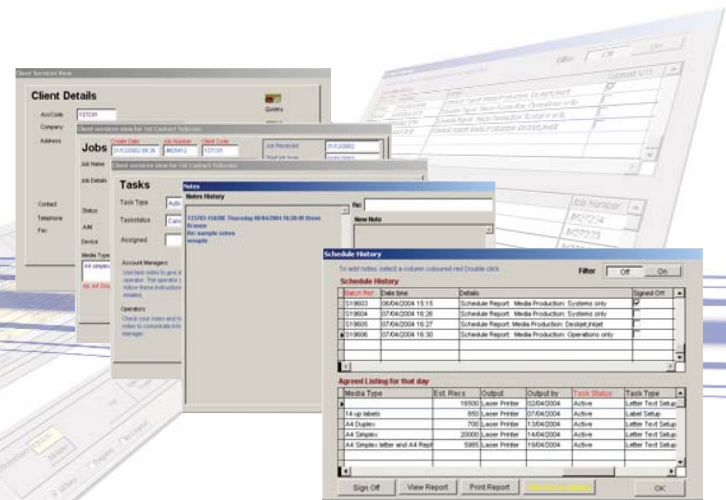


AutoOps - mail processing for clients

Automated daily processing that is dedicated to the timely and accurate processing of data to pre-defined client service level agreements. Ideal for all campaign response handling where the client may have a multitude of different mailing packs requiring, in addition to the generic material, personalised letters, certificates or labels. AutoOps has been tried and tested over many years as the perfect pick and pack solution for any type of response campaign. In addition AutoOps links seamlessly with CentreCall for clients who want JBS Direct to handle the data capture along with the pick and pack elements. Campaign reporting specs are pre-programmed and can be emailed or viewed on-line for 'real-time' reports.

CentreCall - database management for clients

CentreCall has a unique data structure, which provides a flexible tool for the capture and management of data. Each Client's data or individual campaign's data is captured and/or entered into a unique and secure database that provides extensive data drill-down capabilities. This means that data output and reports are not only comprehensive but also flexible to accommodate all your marketing needs. CentreCall has proved its value over many projects and has been tried and tested with telemarketing, response handling, order processing, membership and payment processing projects. Like AutoOps and Vision, CentreCall is subject to continual in-house development based upon client and user feedback.



Vision - in-house job management system

Vision provides the platform for in-house job control with in-built procedures and checks designed to optimise work accuracy and staff accountability. All mailing and data processing work is booked onto Vision where each Account Manager can track its progress at any stage.

All these systems help ensure that your mail or orders leave us on time and correctly addressed giving you the best chance of success.



Quality Control and Accreditations

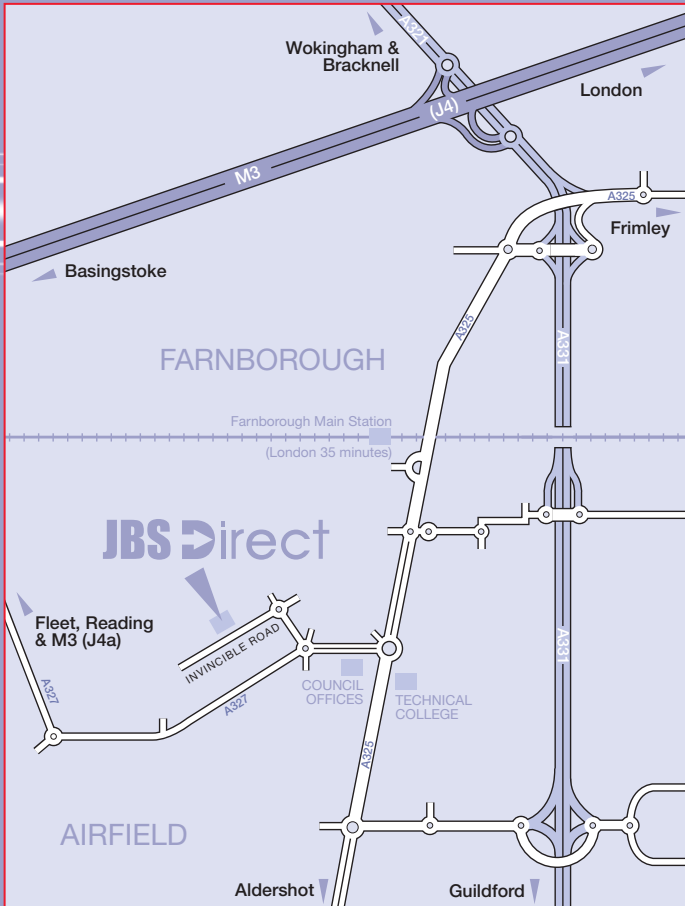
Quality Control

Quality of service is something JBS Direct takes extremely seriously and high work standards are achieved through wholehearted company participation. JBS Direct has quality control officers whose primary objectives are to promote consistently good work standards and to monitor work in progress via daily work audits from procedural checklists. Our commitment to quality issues is also backed up by our industry accreditations.

Accreditations

JBS Direct has the following accreditations:

- QMP - Quality Standard For Mail Production - the quality accreditation for mailing companies, which includes rigorous annual testing. The QMP accreditation scheme has been developed by Royal Mail and the Direct Marketing Association (DMA) with assistance from the Incorporated Society of British Advertisers (ISBA) in response to an industry-wide programme of research and consultation. The aim of the QMP scheme is to ensure the promotion and maintenance of high standards in direct mail production services.
- Direct Marketing Association - the association that sets the codes of practice for direct marketing, which are in place to raise and maintain standards within the direct marketing industry.



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Data Protection No:Z8571948