

# PERSONAL HANDOVER

Attention and interest from the target audience are absolutely essential if a promotional message is to have the desired impact.



## The challenge

Our customers' consignments should attract their end customers' attention. This is achieved by the letter, voucher, sample or present being handed over to the recipient in person by the mail carrier, a gesture which conveys appreciation for the recipient.

## The solution

The addressed or unaddressed consignments are handed over to the recipient personally by our delivery staff and a short message from the sender is conveyed verbally. Mail carriers enjoy a high level of trust among the public, and this also has a positive impact – the mail carrier is never viewed as the client's vendor, but as a message bearer. If the recipient is not at home, there are several options to choose from, including a second delivery attempt the next day or direct delivery to the mailbox or private letter box. We can determine the best solution in consultation with our customers. Handover is possible to private and business customers.

### Customer benefits

- More attention and impact thanks to personal handover
- Attention is higher than with a normal delivery to a mailbox or private letter box, as the delivery is combined with a short verbal message
- High customer trust in the mail carriers as message bearers
- Better impact through selective delivery to defined target groups

### Operating framework / preconditions

We discuss our customers' needs with them and individually define how we can design and implement the personal handover. Almost anything can be handed over personally, as long as an employee can transport it sensibly. Whether it's a standard letter, a parcel or an "unpacked" item. In each case, we recommend measuring the impact of the personal handover and incorporating an incentive for the target customer to give feedback.

Contact us – we will be happy to advise you.

