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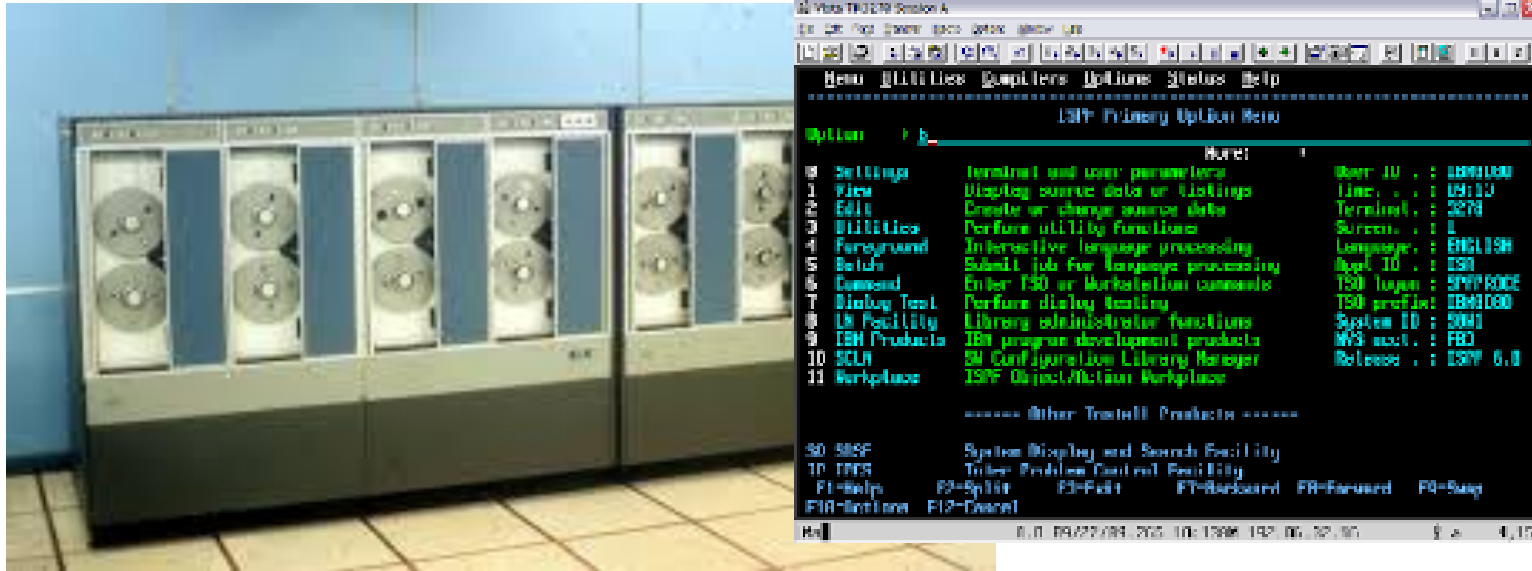


Turning a company around through the deployment of smart technology.
A real world example of what can be achieved

Wales

- Population = 3.1m
- Total area = 20,779 km²
- 600 castles
- Number of sheep = 9m
- Rains a lot
- National Sport = Rugby Union





1997 Where it all started:

- ICL Mainframe scheduling
- Tape loading
- Direct Print and Mail
- Mainframe change control





2007 Migration to Australia



Zipform Pty Ltd:

Privately owned, 34 years young company

Started life as a computer stationery printer

Entrepreneur leadership style

Now has 3 operating divisions:

- Zipform Digital
- Dataroll Australia
- Zipform Packaging

dataroll



zipform
DIGITAL



zipform
PACKAGING



2007 – Customer Communication Management (CCM)



- Receive customer data
- Sort data for Australia Post
- Document Composition
- Create output to Print
- Print Production

2007 – Customer Communication Management cont....

- Guillotine/fold
- Insert into Envelope
- Envelopes in trays





2007 – CCM cont....

- Australia Post pick up
The Big Red Truck !

2007 – CCM cont....

- Delivered to the house



**Mail box is full,
inbox is empty**



2007 – CCM cont....

- Bills Stuck on the fridge

2007 – CCM cont....

- Paid over the counter



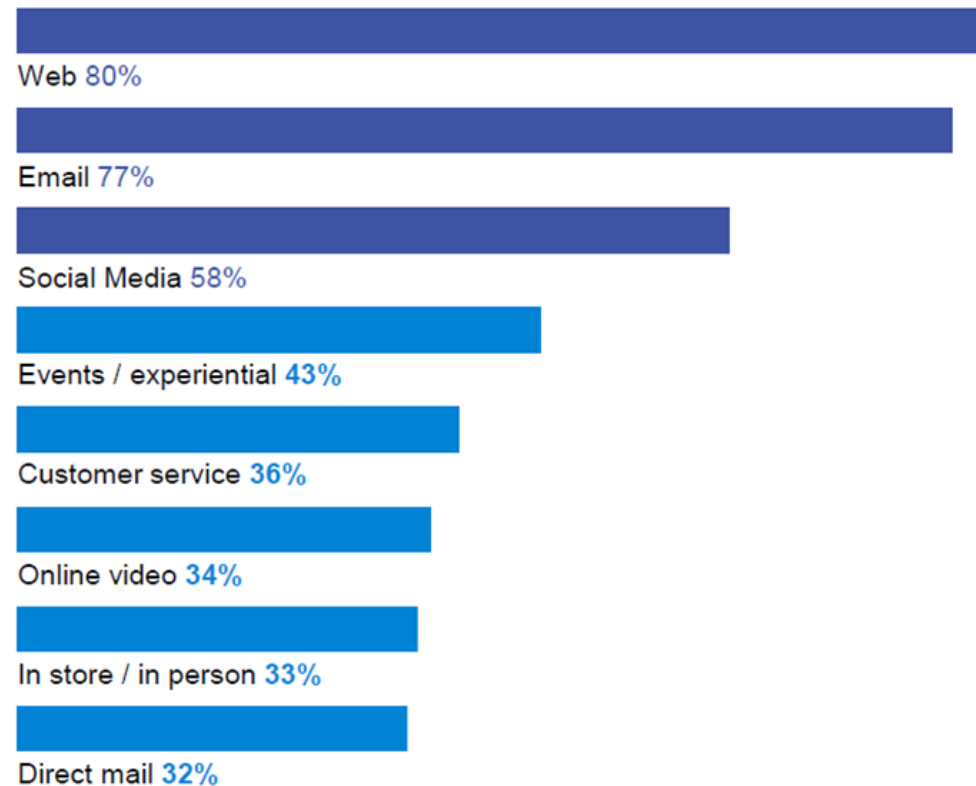
What's changed?

- Australia Post price increases
- Adoption of email
- Influence of social media
- Mobile phone usage
- Increase in sms traffic
- Communication preferences per generation



By 2020, customers will manage 85% of interactions without a human

Which of the following channels do your customers prefer?



“84% of CIOs
focus on the
mobile customer
experience. **”**

New generations of customers – Most popular channels

	Internet / Web Chat	Social Media	Electronic Messaging <small>(e.g. email, SMS)</small>	Smartphone Application	Telephone
Generation Y <small>(born 1981-1999)</small>	24% <small>(1st choice)</small>	24% <small>(1st choice)</small>	21% <small>(3rd choice)</small>	19% <small>(4th choice)</small>	12% <small>(5th choice)</small>
Generation X <small>(born 1961-1980)</small>	21% <small>(3rd choice)</small>	12% <small>(4th choice)</small>	28% <small>(2nd choice)</small>	11% <small>(5th choice)</small>	29% <small>(1st choice)</small>
Baby Boomers <small>(born 1945-1960)</small>	7% <small>(3rd choice)</small>	2% <small>(5th choice)</small>	24% <small>(2nd choice)</small>	3% <small>(4th choice)</small>	64% <small>(1st choice)</small>
Silent Generation <small>(born before 1944)</small>	2% <small>(3rd choice)</small>	1% <small>(4th choice)</small>	6% <small>(2nd choice)</small>	1% <small>(5th choice)</small>	90% <small>(1st choice)</small>

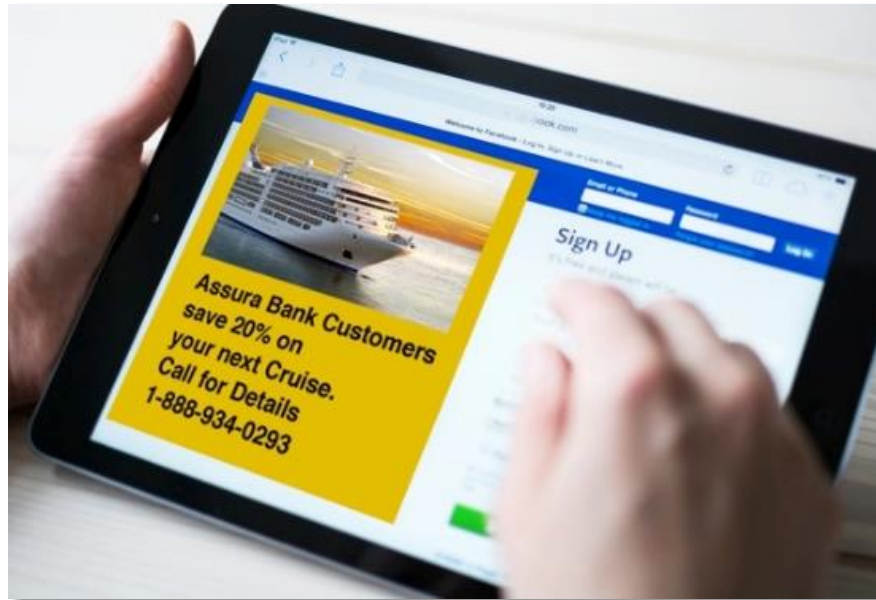
Source: KPCP Internet Trends 2016

Zipform Digital 2018: New digital solutions:

Interactive email / sms



Easily link across channels to orchestrate a seamless digital experience



Zipform Digital 2018: New digital solutions:

Interactive personalized video



Redefine the video experience by evolving to video that interacts.

Traditional video

Everyone sees the same thing.



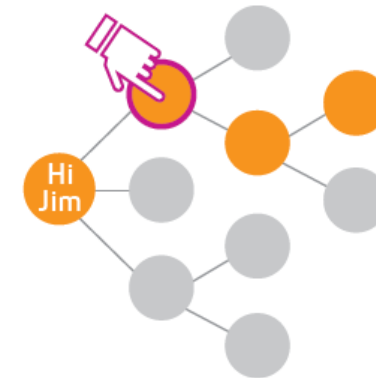
Personalised video

Each viewer sees their own video.



Interactive Personalised Video

Each viewer charts their own unique video experience.



Zipform Digital 2018: New digital solutions:



- Chatbot
- Payments gateway integrations
- API and bespoke software development
- Data visualization and analysis
- Real time communications
- Web portal design
- Customer preference management
- Digital Archiving



We understand how critical your communications are to your brand and our expertise is delivering solutions that are accurate, reliable, cost effective, secure and relevant for your customers. We are Nimble, Experienced and most importantly Partnership focused, working together to enhance your brand.

Customer Communication Management 2018



Zipform Digital 2018: Snapshot

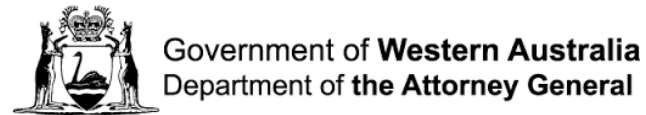


- Processes 3+ million data records a month
- Send 1+ million emails
- 500k sms messages
- Stores 2+ million documents a month on a digital archive
- 10 different product revenue streams

(still print and mail 1.2m envelopes/month)



Kleenheat



Through Smart technology we can now delivering your bill straight to the fridge!



**Inbox is full,
mail box is
empty**

HOW ?



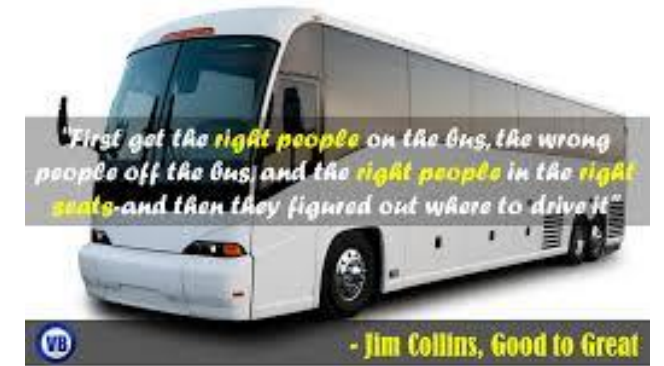


Business Transformation and Technology are dependent on each other

Business Transformation

Many areas to consider:

- Right people on the bus?
- Backing from the owner / finance to invest?
- Flat organisation structure to manage change?
- Brand story / marketing?
- Strategy planning?



Technology Transformation

Concentrated on:

- Partnership Approach
- Supplier Management
- Empowering Staff
- Technical Transformation

to

- Refresh Technology
- Create a Unique Selling Proposition
- Enable Growth
- Add Value



Partnership Approach

Selection Process

- Roadmap of technology
- R&D spend
- Remember your core business
- Add value to Zipform Digital
- Support models



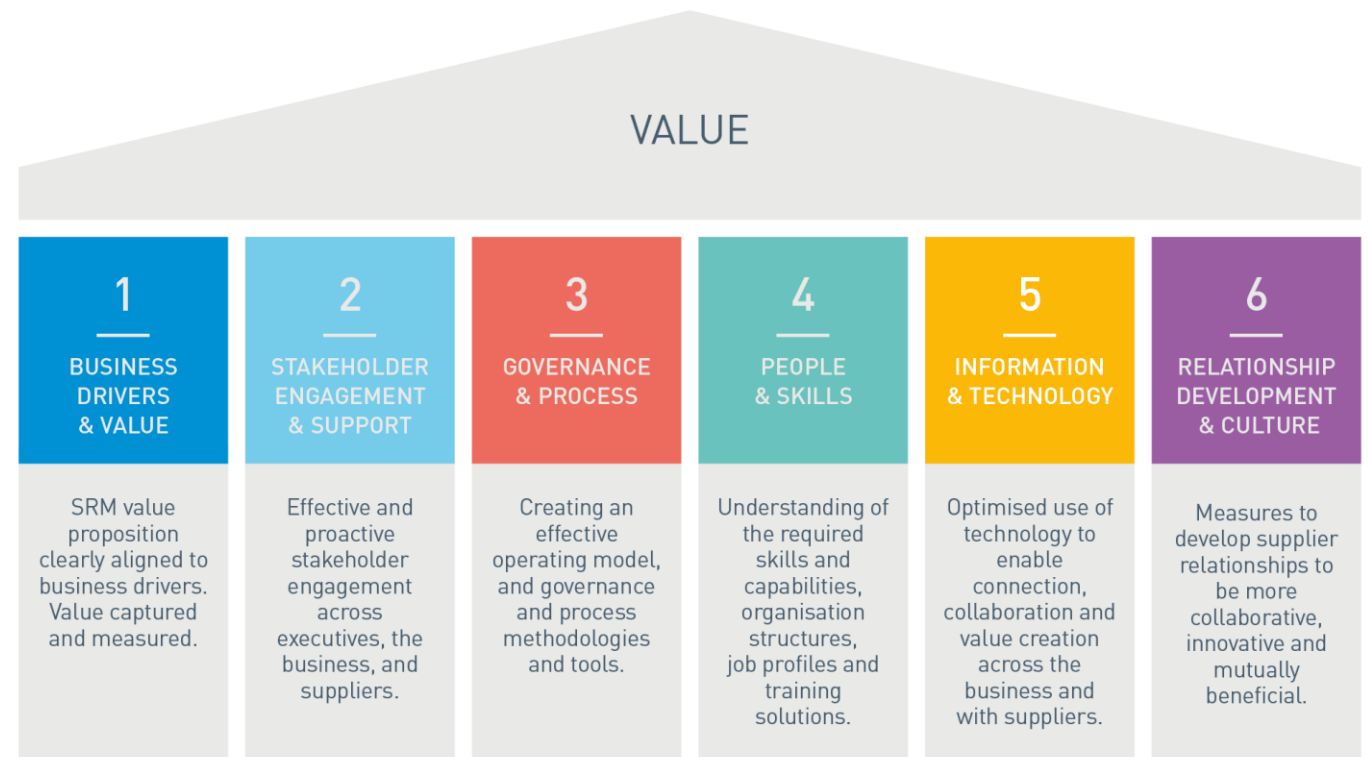
Learn from the mistakes of others, you can't live long enough to make them all yourself - Eleanor Roosevelt

Supplier Relationship Management

“A discipline of working collaboratively with suppliers who are vital to the success of the organisation – to build trust and maximise the mutual value of those relationships.” State of Flux 2018

Need to add value to your business

- Marketing
- Regular Innovation meetings
- Support your strategy plan
- Conference involvement
- Training / BETA testing



Our Partners



Partnership Approach

Customers

- Ikea Strategy
- Build Trust, learn about issues, provide a solution
- Business consultants, not Business Development
- Regular touchpoints
- Pinpoint the innovative leader





P&N Bank Member Letter Portal

Mutual need:

manual processing v automated, compliance
additional print & mail volume, R&D

Mutual value:

compliance fix and lower operational costs
\$ and IP development

Mutual commitment:

resources from IT and operations



**CITY OF
MELBOURNE**

Major agents portal

Mutual need:

manual processing, reducing cash flow, low digital %
entrance into VIC market

Mutual value:

lower operational costs, increase digital adoption
IP development, future brand awareness in VIC

Mutual commitment:

resources from IT and operations

Empower staff

Remove barriers

- Process improvement system
- Listen and Learn, guide by asking
- Leadership needs to learn to delegate
- Create the right environment
- Activity based KPIs
- Share the vision – communication is key
- Flexible work environment



Technical Transformation



- Investment in staff
- External resources do not have blinkers
- Use your partners to deliver training
- Performance management to include professional development
- Networking

What's next ?

- New communication channels
- Address security concerns
- AI for customer preferences





Learn from the mistakes of others, you can't live long enough to make them all yourself - Eleanor Roosevelt

