



Sharp Cat
Marketing Support

Working with Sharp Cat you can expect:

A friendly and helpful service from an experienced team who can offer help and advice



Personal interest in your project

A quality service with expert data processing and accurate mailing pack presentation

Flexibility in customising processing and schedules to meet your lead-time requirements



Two dedicated account managers

24/7 online reporting / stock access

Plus.....



- Free Data Audits
- Free PAF Corrections
- Free Inline Duplicates
- Free Storage
- Free Recycling
- Free Job Tracking Reports
- Out of Hours Contact
- Flexible and accommodating

Why is Sharp Cat different ?

An honest and down to earth working style with solid communication.

We offer you real quality—tried, tested and tangible.



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Core Services Guide



**Direct mail
Fulfilment
Data services**

Quality marketing support



About Us



High Tech Offices

Incorporated January 2003 Sharp Cat has been set up to surpass general industry standards. We offer you a quality, professional marketing support service to enable you to delegate your direct marketing outsourcing with confidence.

We have skilled in-house technical capability including the ability to create effective multi-feed CRM databases either via web interface or on-site at client premises.

We provide all of the DM services that you might expect such as data enhancement, processing, personalisation, mailing, print and supplies and some that you might not expect such as proof reading, calligraphy and corporate gift purchase and presentation.



Secure Storage

The range of services is wide but data and mailing management remain a key aspect of marketing support. We have achieved this by creating a comprehensive, effective and simple to operate DM management system, with skilled, conscientious, experienced staff and suppliers.



FACT
Poor data will ultimately cost much more than simply getting it cleaned.



Don't throw money down the drain. We can clean up your data and you'll see the difference.

Are you getting your maximum postage discounts?

Direct Mail

Direct Mail, Mail Shots or Bulk Mail, at Sharp Cat we offer solid affordable mailing services and a complete solution for your mailing campaigns.

We offer you a range of added value services such as **free storage** for ongoing mailing material and we do not have a minimum order charge. You can make use of our services for just a few data records.

Our service has been designed to be **highly flexible**, you select the services you need and what is best for your campaign and budget.

Fulfilment

Literature, product, service or event orders can be fulfilled for you using **Fourfill** management software.

We can provide you with fulfilment only, as well as postal, fax, telephone, web link, SMS and email response mechanisms.

Personalised items and the actual items to be dispatched follow the same quality audit as mailing services - and are therefore dispatched promptly and correctly at this vital stage of the marketing chain.

- +Cost aware management
- +UK Mailsort and Walksort
- +International mail
- +Personalisation
 - + Laser printing
 - + Inkjet
 - + Colour and mono
- +Handwriting / calligraphy
- +Proof reading / typesetting
- +Print management
- +Response services
- +Postal returns monitoring
- +Wrecks and spoils management
- +Recycling
- +Email, SMS and fax
- +On-site enclosing policy
- +Contract prices available

- + Response services / handling
- + Stock management
- + Management reporting
- + Clear-cut fulfilment
- + Secure storage
- + Call handling in-bound and out-bound
- + Data capture
- + Database building
- + Stock management
- + 24/7 online reporting and online stock control
- + Daily fulfilment / dispatch of personalised packs
- + Full application and web development

Online Portal 24/7 giving you information such as stock management, order levels and campaign statistics.

Data Services

We consider effective data processing to be a combination of a proven collection of data tools and experienced staff who have been involved with data for many years.

Data Tools

Our extensive software library has a wealth of tools and applications to meet the challenges of even the most disorderly or corrupt data.

We use both COTS (Commercial Off the Shelf Systems) and bespoke systems written over many years by our development team.

Experience

Our data servers can hold millions of records. For one of our clients we manage a database of over 47 million records.

Even when you have the best tools available you still need the human touch. Experienced eyes can look at a set of data and route the problem to the tool or application required to do the job, or if necessary make manual corrections to the data.

If the particular data problem you have falls outside the tools available, our data processing team can create the software to perform a particular function.

- +Generate salutations
- +Correct text casing
- +Generate prefixes based on forename
- +Identify duplicates within data
- +Search for bad characters
- +Remove keying errors
- +Suppress registered goneaways, deceased and MPS
- +Suppress data categories or in-house files
- +Correct address fields
- +Guaranteed validation
- +Email and mailing corrections

A complete data service



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