

## Overview

- PTSB, formerly known as Permanent TSB, is a major Irish bank offering a wide range of personal and business banking services.
- PTSB have a mix of physical and digital solutions across print, email, portal, and SMS.

## The challenge

- While PTSB have a number of solutions already inhouse, they wanted one platform to bring together their physical and digital customer interactions across their estate and accelerate their digital strategy.

## The results

### Saving on Postal Costs

PTSB spend over €10M per annum on postal costs. The Mail Metrics platform has enabled savings of €1M within the first 2 months of deployment.

### Free up valuable FTE time

PTSB are rolling out the hybrid mail / virtual printer solution within Mail Metrics to remove on-floor printing across their offices. Initial roll-out has removed 3 FTE from low value, repetitive on-floor printing with further departments to follow.

### Compliance

Real-time visibility and measurement of all communications across all channels ensures compliance with regulatory and operational guidelines.

### Future Innovation

The success of the above initiatives is leading to future planning sessions to deliver more value across the PTSB organisation.

## The solution

PTSB are rolling out the Mail Metrics platform across their estate to enable management of all customer communications across all channels in a highly visible, predominantly digital, compliant, and cost-efficient manner.