

Hybrid mail provides
cost effective, secure
and efficient customer
communications

Hybrid mail is the perfect opportunity for organisations to benefit from increased efficiency across process, costs and resources. But what exactly is hybrid mail and how can your organisation apply it?



What is hybrid mail?

It's a combination of software and print which gives you the ability to send physical mail directly from your device and can be really useful when you have people working from lots of different locations.

You'll create your documents as usual digitally, but then instead of printing them out on a local printer, your documents will be sent to a specialist or central site to be printed, enclosed and distributed.

It saves time, costs and is far more efficient than your mail being managed more manually in different ways across different locations.

“ The Ricoh Hybrid Mail service is an important part of revenue generation for the council. It has made our mailing operation quick, cost-effective and less time consuming.”

Lorraine Goldsmith, Benefits Service Manager,
Southend-on-Sea Council



By introducing digitisation and automation to your hybrid mail processes, your organisation can quickly benefit in the following ways:

Cost savings

Hybrid mail is a practical solution to the high cost associated with in-house mail production. The typical savings range from 20-50% on the overall cost of production and dispatch.

Traditional mailing incurs printing, postage, and handling costs, but hybrid mail introduces an automated workflow that centralises document production, maximises postal discounts and helps to reduce labour, stationery, and consumable costs.

“Now the service is in place, we don’t know how we coped without it. It supports our strategy to digitise services by replacing manual functions with more cost effective and efficient processes.”

Adam Staples, Digital Services Manager,
St Albans City and District Council



Increased efficiency

Boost productivity, with potential time savings of 2 minutes per person, per letter, by digitising your processes.

The manual management of mail consumes valuable time and resources pulling teams away from their core activities.

Hybrid mail eradicates the need for manual printing, folding, and enclosing, transforming the mailing process through automation and allowing your people to focus on activities that deliver greater value.

With easy-to-install and simple-to-use software, documents can be submitted with a single click of the mouse, whilst still allowing for customised approval processes.

Full document history (including stored images of dispatched documents) is accessible online making query management much more efficient.

Secure communications

Security concerns and data breaches frequently make headlines, and non-compliance with regulatory requirements can lead to substantial legal penalties and reputational harm.

Hybrid mail offers your organisation traceability and visibility, enabling the monitoring of each mail item’s status. By digitising the submission of documents and centralising production, hybrid mail can remove the risks around manual mail production. This helps to ensure that documents containing sensitive data are secure and document dispatch is controlled, tracked, and recorded.

By using dedicated production teams and technology you can ensure that the documents your customers receive are accurately produced first time, every time. Hybrid mail also enables you to manage and archive documents by establishing a secure and accessible repository for mailed communications.

How we're helping our customers

We're partnering with many organisations to assist them in digitising and automating their processes to save costs, improve security and enhance efficiency:



Southend-on-Sea City Council

Southend-on-Sea City Council has deployed a range of digital services to increase efficiency, make operations more sustainable, reduce costs and strengthen cyber-attack defences.

Benefits include:

- Supports the councils drive to net zero by 2030
- Reduces mail costs by 44%
- Productivity up by 2 mins per person, per letter
- Print costs reduced by 17%

"Ricoh's hybrid mail service is hugely important to the Trust in terms of service improvement for staff. Critically, it is helping to give time back to patient related tasks, especially for clinical staff who need to manage their own administration."

Nikki Lane, General Services Manager (Operations), East and North Hertfordshire NHS Trust



St Albans City and District Council

St Albans City and District Council has automated their whole outbound mail process, which is helping to reduce costs, improve efficiency and release resources to focus on more valuable functions and services.

Benefits include:

- Reduces costs by 40%, outbound mail by up to 15%
- Helps council develop more effective digital operations
- Automates and streamlines manual mailing processes
- Improves operational efficiency



East and North Hertfordshire
NHS Trust

East and North Hertfordshire NHS Trust

The East and North Hertfordshire NHS Trust has replaced a labour-intensive letter production and posting operation with a digitised solution, which has sped up and improved patient communications, increased staff productivity and made outbound mail more efficient.

Benefits include:

- Cuts time to issue patient letters from 3 days to same day
- Helps clinical staff focus on patient care
- Reduces mailroom costs and demand on admin resources
- Delivers a transparent, trackable and audited mail service

Need further help? Get in touch with our experts

Email: ukinfo@ricoh.co.uk

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