



CASE STUDY

Optimising Outreach Through Admail

SUMMARY

Industry

Home Services

Client

Heavenly Engineering

Duration of Partnership

5 years

Market of Deployment

Singapore

Keywords

- Marketing Solutions
- Admail
- Market Expansion
- Targeted Audience
- Customer engagement

Executive Summary

Heavenly Engineering, a mechanical and electrical engineering firm that specialises in air-conditioning and refrigeration services, partnered with SingPost to use their Admail Services. The partnership proved beneficial for Heavenly Engineering, enabling them to expand their outreach to more businesses in Singapore. The collaborative effort also resulted in significant time and cost savings, showcasing the positive impact of the partnership on Heavenly Engineering's overall operations.

Situation

Heavenly Engineering relies on its in-house team for mailer distribution to nearby areas during servicing calls. However, challenges arise as the letterboxes to some condominium units are locked, which results in missed opportunities for communication with residents.

Furthermore, the in-house distribution process is time-consuming and not effective which results in them not being able to focus on incoming business inquiries and bookings.

Solutions

With SingPost's distribution network, Admail provides a cost-effective and quicker go-to-market solution to reach out to all residential and business letterboxes in Singapore. Heavenly Engineering can select the areas they want to target and SingPost will take care of the distribution enabling them to focus on customer services and business development.

Positive Outcomes

Expand Reach: Successfully expanded its reach by connecting with a broader range of businesses that would have otherwise remained beyond their outreach capabilities.

Saved time and resources: Heavenly Engineering no longer had to do the mail distribution themselves. This saved them time and resources, which they could then reinvest in their business to improve customer experiences.

"Admail helped us reach more and wider specific areas and industries. Able to focus better on our business."

- Heavenly Engineering

