

## Comet: 6 million documents delivered... and counting

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Whatever time of day or night customers order from the Comet website, they will immediately receive confirmation of their purchase with clearly branded, easy to read emailed receipts – supplied by Securidox, the document delivery specialists. Comet have recently dispatched their 6 millionth document.

When Comet launched online purchasing, customer receipts were printed and mailed out. Since it's implementation, the system from Securidox has saved incalculable staff time and postage costs for Comet. It is more convenient for customers too – the emailed confirmations can be saved on to personal computers, where they can easily be printed out or retrieved for future use. The requirements of business customers are also addressed, as the receipts are fully compliant with VAT regulations. Previously VAT invoices were created and delivered by hand after a request was received from the customer.

Design and dispatch of the emailed confirmations is all handled directly by Comet marketing personnel – without recourse to IT departments or the Securidox team. This is achieved through Securidox's sophisticated client portal, Manage&Control™. The Manage&Control™ interface allows the marketing and commercial staff to control the timing and content of the emailed documents, inserting useful information (such as setting up new equipment, decommissioning old equipment) as well as timely messages (for example, seasonal information, sales notices).

Ravi Ramamrutham, Securidox's Technical Director explains *"the Manage&Control™ interface makes the Securidox system a really viable cost-cutting option for our clients. Users have an efficient process for disseminating a range of information to customers via one message and the per-message cost is effectively zero. As Comet staff are able to manage all aspects of the documents in-house, they do not need to spend additional funds on external agencies."*

*"Comet continue to make the savings they originally looked to make with the implementation of the system but have noticed a correlation of increases in sales of products where promotions have been included in the documents delivered. Manage&Control™'s reporting function is adding to Comet's insight of data from immediate analysis of data - be it volumes of items or an interesting trend of white goods being purchased on line in the early hours of the morning!!* adds Mark Scott, Securidox's Managing Director.

**For further information on Securidox and its solutions visit [www.securidox.com](http://www.securidox.com)**