



# Case Study

## Online Tax Rebates Ltd

Automated, scalable, secure printing  
with Aceni



Online Tax Rebates is the UK's most popular tax refund service having claimed over £50 million for over 400,000 taxpayers registering claims via its Uniform Tax Rebate, Healthcare Worker Tax Rebate and Teacher Tax Rebate websites.



## The Challenge

Before working with Datagraphic, Online Tax Rebates managed the print and distribution of customer reclaim cheques in-house.

As the business expanded, it needed to scale operations quickly. It considered purchasing equipment and hiring additional staff, but felt it would struggle to efficiently manage fluctuating print volumes.

Online Tax Rebates also needed to maximise response rates from its marketing mailings. It set out to find a secure document automation partner with the expertise, equipment and agile mindset to help it print and deliver millions of marketing letters.

For both secure cheque printing and versioned marketing mailings Datagraphic's Aceni service provided the answer.

“When we hit a period of exponential growth, Datagraphic enabled us to automate processes and scale-up printing and distribution at speed. They have also been instrumental in securing competitive mailing rates and maximising engagement from marketing campaigns that we would not have been able to deliver internally.”

Financial Controller

## Results Achieved

- Automated distribution of over 400,000 cheques and 6 million plus mail items without any capital investment.
- 43 variable images, printed on multiple letter templates, all driven by marketing data to versionalise communications for increased reader engagement.
- Marketing mailing postal rates reduced by approximately 39%.
- Future-proofed process. Online Tax rebates able to scale production up and down, without any workflow changes internally.

## Why Datagraphic?

We partner with organisations to provide a secure end-to-end document automation service that is simple, liberating and integrated.

Whether you're communicating with customers, suppliers, employees or all three, our friendly and dedicated team will help you deliver accurate, efficient and future-proofed communications without buying expensive software or costly equipment.

Learn more at [datagraphic.co.uk](https://datagraphic.co.uk)

## Datagraphic

Registered companies: Datagraphic Group Limited (Reg No: 01215380) and Datagraphic Limited (Reg No: 02913191). Both registered in England at: Ireland Industrial Estate, Adelphi Way, Staveley, Chesterfield, S43 3LS.