



Whistl services play important role in retaining and acquiring customers for Specsavers

Whistl have worked with Specsavers since 2012, managing their [Door Drops](#), which have played an important role in acquiring new customers and building market share over that period. Supporting their optical and audiology services, driving action by supporting their incredibly successful brand activity. An important local media that can aid each store as required.

In addition, Specsavers have used our **sorted** and **unsorted** mail services for [Direct Mail](#) since 2017 which supports in retaining existing customers, sending appointment recall reminders, promotions and information about their full range of products and services to identify cross sell opportunities.

More recently, [Partially Addressed Mail](#) has provided print opportunity for more specialised services, such as home visits, and offers Specsavers a route to be more targeted with audiences and promotions.