

## Case Study: Helping Royal Mail Group Monitor its Online Corporate Identity

### About Royal Mail Group

Royal Mail Group Ltd includes the trading names of Royal Mail and Parcelforce Worldwide and is the parent company of Post Office Ltd. The state-owned company delivers about 83 million letters and other items daily to some 27 million addresses in the UK through Royal Mail. It delivers parcels in the UK through Parcelforce Worldwide, and in continental Europe, through Netherlands-based subsidiary General Logistics Systems. It maintains a retail presence through Post Office Ltd, which oversees more than 14,300 branches and provides financial as well as postal services.

### Challenges

As the owner of major brands, Royal Mail Group were quick to see the business opportunity in developing their Internet presence and have developed award winning web sites which are ecommerce enabled. Essential to their success in this endeavour, Royal Mail Group wanted to further develop their brand protection programme to proactively monitor the use of their brands online for compliance with central branding policy and instances of infringement. This needed to provide an efficient system to help internal business leaders track, action and report on online brand enforcement efforts. Without a comprehensive solution amidst the rapid expansion of electronic messaging and mail services on the Internet, this would almost certainly lead to dilution of brand rights and a decline in the overall valuation of the Royal Mail Group brands.

### CSC Solution

Without the need for any IT implementation, CSC was quickly able to provide Royal Mail Group with a web-based, Internet monitoring solution that enables business leaders to proactively manage their brand protection programme from detection to enforcement. Throughout each month, Royal Mail Group receives online reports from CSC through a secure portal that identifies mis-use of its brands in new domain name registrations and Internet content found within websites, meta-data and image files. All report results delivered are categorised and prioritised based on client defined preferences to reduce review time and allow corporate identity managers to focus on only the most significant infringement or compliance cases. Furthermore, report results are automatically populated into an online case management system where appropriate action can be assigned. Other information held in the system includes screen shots, Whois records and enforcement history such as cease and desist or other compliance letters.

### Results

Royal Mail Group is able to use these reports as a business decision-making tool and ensure they can now control their brands more efficiently. "Brands are an essential component of competitive advantage and leverage in an increasingly competitive marketplace, therefore, it is essential to ensure we have and utilise appropriate tools for the ongoing protection of our brands", commented Stewart Tyson, IP Manager at Royal Mail Group. "We needed a solution that not only provided comprehensive results, but also one which prioritised the results so we didn't waste time sifting through reams of less useful information. The solutions provided by CSC enable Royal Mail Group to manage corporate identity infringement online from detection through enforcement quickly and cost-effectively." Stewart continued "having these services in place has made it much more efficient for us to track and monitor our brands' representation on the Internet".

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