

Xerox is a global leader in document services. For more information about Xerox solutions, contact your local Xerox representative or call 1-800 ASK XEROX in the U.S. or Canada. You can also visit us at [www.xerox.com](http://www.xerox.com).

XEROX®

Technology | Document Management | Consulting Services

Case Study

Results  
you can  
measure.

**£1 Million Annual Savings**  
dsi Digital delivers Tui's tour information package in a single, easy-to-understand, personalized booklet that generates cost reductions and new commercial opportunities worth £1 million per year for Tui.

**Automated and Error-Free**  
An automated process provides error-free production of 45,000 40-page booklets per week, from 18 travel brands requiring 72 stationery shells. Data is received automatically via the Web and processed automatically for printing; in-line booklet assembly also is automated. Variable imaging on plain white stock enables one-pass printing of both stationery and content, eliminating costly pre-printing and simplifying paper loading. Accuracy is ensured via automatic e-mail error alerts and bar codes on each document set that are monitored throughout

production. No late or incorrect ticket delivery errors were reported in the first 18 months of production.

**Lower Costs**

By delivering only the information that each recipient needs, dsi cuts the average package weight from 128 grams to 86 grams, lowering postage costs. Lithographic printing and warehousing of stationery is eliminated. Clearer documentation has resulted in fewer queries.

**New Revenue Opportunities**

Clearer communication in the booklet has driven increased pre-bookings of airline seats and prepaid car parking, which earn payments to Tui and its travel agency partners. The new booklets also drive increased use of discount offers for the airport, hotels and plane. Advertising is now available throughout the book rather than on just one page,

and they are personalized to the interests of each recipient—believed to be a first in print ads—boosting advertising revenues.

**Recurring Business**

The high-volume business generates significant, recurring revenue for dsi Digital, and the automated, Web-based data delivery system and iGen3® Digital Production Press provide new capabilities that are transferable to other clients.

**Smoother Travels**

Travelers receive an easier-to-comprehend package that is tailored to each recipient's trip. An airline-seating map contributes to an increase in pre-booked seating assignments, helping to reduce check-in times by 20 percent. Because all the travel documents are integrated into a single booklet, fewer tickets are lost.

dsi Digital develops new commercial opportunities and big savings by repackaging Tui vacation booklets for printing on the Xerox® iGen3® Digital Production Press.



## dsi Digital

dsi Digital, based in Rainham, U.K., is part of the dsi group of companies, which create and deliver paper and electronic communications solutions, including Web design and hosting, data collection and manipulation, software design, traditional and digital printing, fulfillment, mailing and delivery. dsi group has more than 450 employees and generates about £50 million in annual sales providing digital-printing-based solutions, two thirds of it for the financial services industry.

Web site: [www.dsigroup.com](http://www.dsigroup.com)



### The Challenge

# 1

“For us it’s about adding value—not trying to do the same product cheaper but making the product better.”

Dave Reynolds, Managing Director, dsi Digital



### The Solution

# 2

“Our greatest differentiator is our ability to manipulate data to produce relevant output that helps our clients meet their business needs.”

Fraser Church, Business Development Director, dsi Group



### The Benefit

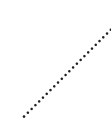
# 3

“The result has firmly put the competition on the back foot in terms of expected standards of communication . . . customer satisfaction ratings have improved significantly, whilst additional revenue and cost savings have improved our bottom line.”

Cliff Hudson, Head of CRM, Tui UK



dsi Digital was approached by Tui, a leading multinational travel company, about improving the travel tickets and itineraries it sends on behalf of its affiliate agencies to tour package customers who book trips. The process—unchanged in 17 years—began with invoices produced on impact printers. Once the customer confirmed the invoice, Tui produced and delivered the tickets and itinerary, in multiple pieces, with generic designs and written in non-customer-friendly industry jargon. Supplemental marketing messages were delivered in leaflet inserts. Information on airports and resorts was not customized, so each customer received the complete directories, making the documentation weighty and expensive to mail. Tui believed enhanced communications quality could improve customer satisfaction and drive an incremental commercial return.



dsi now delivers package tour information for Tui in a single, easy-to-understand, personalized booklet. About 45,000 40-page checkbook-sized booklets are produced weekly on two Xerox iGen3® Digital Production Presses in a highly automated process. dsi receives customer travel data from TUI’s 17 year old legacy system for automated processing using composition and data software. The iGen3® Digital Production Presses automatically pull different A4 stocks for six-up printing from four trays, including three Xerox Xprint® stocks that are optimized for digital printing—plain text, cover stock and pre-perforated sheets for the tickets—and a specially developed tear-proof plastic-lined substrate for personalized luggage tags. Booklets are created automatically on a dsi-developed in-line “encloser” and inserted into window envelopes for mailing.



For Tui, the system generates £1 million annually through cost reductions and new commercial opportunities. The sources of savings include the elimination of much lithographic printing and warehousing, lower postage fees for the lighter packages, and less time spent responding to queries from unclear information. Sources of new revenue include expanded advertising opportunities and an increase in pre-booked seats and airport parking. For dsi Digital, the application provides recurring, high-volume business that generates significant revenue. And the automated Web-based data delivery system and new iGen3® Digital Production Presses provide a foundation for new business opportunities offering similar services to other customers. The system also benefits travelers, with improved communications that boost satisfaction and a 20 percent reduction in check-in times.