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**Great Response Rate**

An astounding 20 percent of Borgata direct mail recipients returned to the facility and spent money the first year, nearly 30 times the industry average for static direct mail campaigns.

**Record Receivables**

The Borgata recorded a record gambling collection of \$46.9 million in July 2003—the most lucrative month in the history of New Jersey’s casino industry. Quarterly earnings more than doubled from third quarter 2003 to third quarter 2004.

**Building Loyalty and Share**

In 2004, the Borgata was the Atlantic City market share leader in table-game-winning premiums (61.2 percent share) and slot-game-winning premiums (35.1 percent).

More than 1.5 million customers have Borgata loyalty cards, and since the second year of operation, the facility has nearly always been booked to capacity.

**Productive System**

Bowne MBC’s analysis tools and data are available online for Borgata marketing staff to refine understanding of customer spending habits and fine-tune CRM offers on the fly. The critical welcome mailer follow-up to first-time visitors enables 560,000 possible combinations of text and images in a fully variable template, precisely targeting special offers for spa services, dining, shopping, hotel upgrades, and the casino.

**Faster Time to Market**

Bowne MBC’s automated processes for producing

mailers and receiving approvals with PDF proofs cuts turnaround nearly in half, helping Borgata reach customers while memory of their visits are still fresh.

**Award-Winning CRM**

The CRM program has won two industry awards: the Most Significant Return on Investment Visionary Award from Exstream Software in May 2004, and the 2005 Printing Innovation with Xerox Imaging (PIXI) Gold Award in variable print and one-to-one communications.

**Future Plans**

Bowne MBC plans to boost CRM results by adding personalized Web fulfillment and to grow by bringing CRM to other markets it serves.

A personalized customer loyalty program from **Bowne MBC** uses the Xerox iGen3<sup>®</sup> Digital Production Press to drive return visits and leading market share for **Borgata Hotel, Casino & Spa**.



## Bowne & Co., Inc.

Bowne & Co., Inc., founded in 1775, is a global leader in providing financial printing, digital printing, and electronic delivery of personalized communications. Bowne & Co. combines all of these capabilities with superior customer service, new technologies, confidentiality, and integrity to manage, repurpose, and distribute a client's information to any audience, through any medium, in any language, anywhere in the world.

In early 2006, Bowne & Co. acquired The Marketing and Business Communications Division of Vestcom International—a privately held provider of personalized business communications and marketing services to clients such as The Borgata Hotel, Casino & Spa. The division has been integrated with Bowne Enterprise Solutions to form Bowne Marketing & Business Communications (Bowne MBC), one of the leading print-on-demand enterprises in the country.

Website: <http://www.bowne.com>

# BOWNE

## The Borgata Hotel, Casino & Spa

The Borgata Hotel, Casino & Spa is a leading destination in Atlantic City, New Jersey, with 2,000 guest rooms and suites, 161,000 square feet of gaming area, and 13 restaurants, as well as boutiques, a spa, and event space. The Borgata opened in 2003 and is a joint venture of two prominent, Las Vegas, Nevada-based gaming companies: Boyd Gaming Corporation and MGM Mirage.

Website: [www.theborgata.com](http://www.theborgata.com)

## The Challenge

# 1

“The second visit to a casino tends to cement loyalty. One of our key marketing goals was to encourage first-time visitors to return.”

Steve Nathan, Director of Marketing, Borgata Hotel, Casino & Spa



When the Borgata Hotel, Casino & Spa opened in 2003, it was the first new gaming facility in Atlantic City, New Jersey in 13 years. Distinctively positioned as fun, energetic, and upscale, management's marketing focus was on creating a buzz prior to opening and on building customer loyalty thereafter. A cold call from Bowne Marketing & Business Communications (Bowne MBC) led to a series of strategy meetings. The Borgata revealed that it would capture a wealth of customer transaction data: room and services information from the hotel system, gaming activities from the casino, and food and beverage orders. Bowne MBC recommended using the data to build a customer relationship management program that would drive repeat business through preferred customer cards, personalized direct mail, and rewards and incentives.

## The Solution

# 2

“The Xerox iGen3 Digital Production Press is unparalleled technology that opens opportunities to stretch our creativity—targeting the end-customers' needs, one person at a time.”

Michael Nevolo, Vice President of Sales and Marketing, Bowne MBC



Bowne MBC developed a Customer Relationship Management (CRM) program, which tracks customer spending and gambling with a loyalty card, and segments the highest rollers for special awards and offers. Borgata daily transmits data via a secure line to Bowne MBC, where it is available in a Web-based KANA® CRM application for analysis and offer development by Bowne MBC and Borgata staff. Borgata visitors who sign up for loyalty cards receive a full-color brochure with personalized offers within 72 hours. Subsequent mailings include a newsletter and personalized letters recapping visits, summarizing points earned, and offering redemption options. Bowne MBC produces 2,000 to 25,000 Borgata pieces per day on its Xerox iGen3 Digital Production Press with the Xerox FreeFlow® DocuSP® controller, Xerox FreeFlow Variable Information Suite and Exstream™ Dialogue variable information composition software.

## The Benefit

# 3

“We've created a new revenue stream through the iGen3 press, growing our business while driving growth for our clients.”

Elaine Beitler, President, Bowne MBC



The ongoing CRM program permits the Borgata to effectively resell, upsell, and cross-sell to current customers, while building rapport and trust. In the first year, 20 percent of recipients returned to the casino and spent money, a rate that is 30 times the industry average. The Borgata's financial successes include doubling earnings in the first year and generating the New Jersey single-month record for gambling collections (\$46.9 million, July 2003). The hotel has been nearly fully booked since mid 2004. Direct mail production efficiencies enable Borgata to quickly and easily adjust offers. Turnaround is cut nearly in half; personalized offers are in the mail within 72 hours of first visits. The program has won awards from Exstream and Xerox.