

XEROX® GLOBAL SERVICES

Technology | Document Management | Consulting Services

Customer Communication Services

Offering Brief

Customer loyalty and response rates improved. Costs optimized. There is a new way to look at communications.

Leverage a full range of professional and document outsourcing services, from document design to production and distribution.



"From acquisition and loyalty, to communicating in dramatically new and effective ways, Xerox works with you to deliver results you can see and measure throughout your customer lifecycle."

Howard Holley
Vice President/General Manager
Document Outsourcing and
Communication Services
Xerox Global Services

Communicating more effectively with both your customers and potential customers has a dramatic impact on your business. Xerox Global Services can help with a full range of professional and document outsourcing services from design to production and distribution. These services improve customer acquisition and build customer loyalty while optimizing the cost and efficiency of your entire production environment.

THE RIGHT SOLUTION FOR YOUR CHALLENGE

Challenge: Marketing response rates declining while competition increases.

Our customer communication services make it cost-effective to produce highly relevant materials that connect with customers and improve response rates.

Challenge: Meeting compliance standards.

Converging data streams into a single communication that meets time-sensitive compliance mandates is often problematic. Our services solve this by using our process expertise to ensure your communications remain compliant from day one.

Challenge: Maximizing customer experience.

Our transactional communication services let you deliver highly relevant messaging directly to every customer whenever you send out your policies, bills or statements.

There's a new way to look at it.®

Marketing communications with greater impact

Through Customer Communication Services from Xerox, we can provide a comprehensive suite of services from design through delivery (web and/or print) which enable you to produce more relevant and effective communications in an on-demand environment.

Benefits delivered:

- Manage your brand and message content. Use the latest content/asset management tools and web portals.
- Drive higher response rates. Use personalization, color and behavioral science techniques called communication engineering.
- Build customer loyalty. Make the most of every customer touch point—the right message to the right person at the right time.
- Manage security and compliance risk. Ensure data security, content integrity and document production compliance.



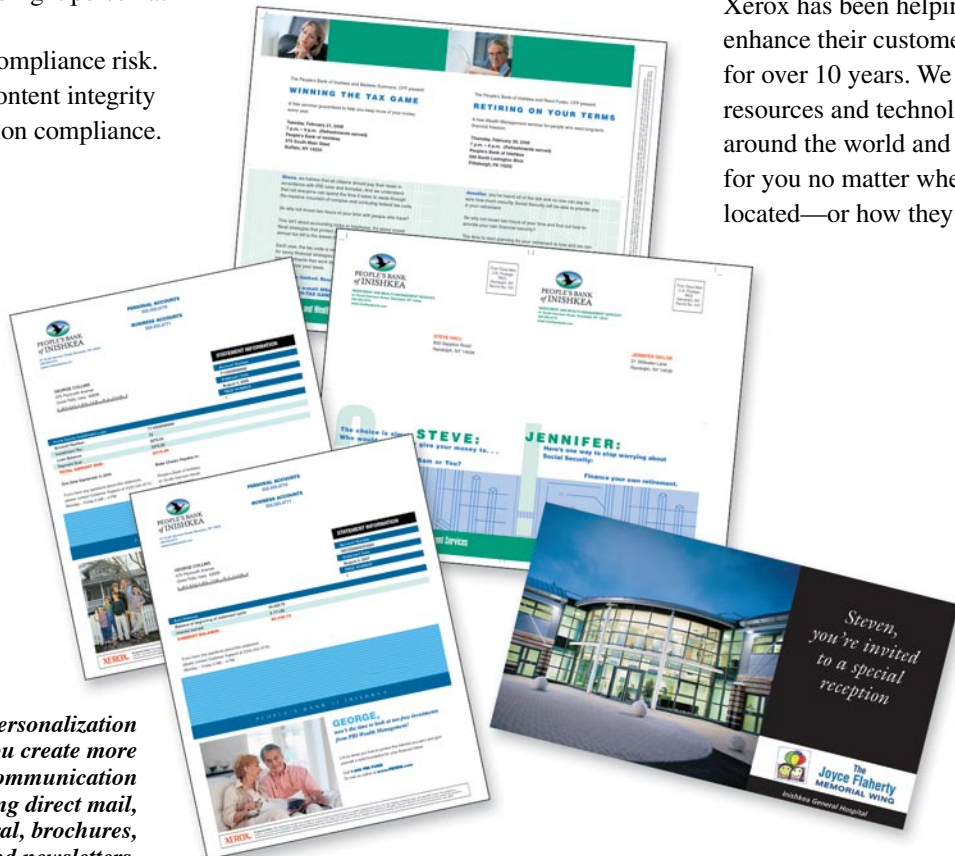
Via our web portals, agents and sales channels can build, customize, and order marketing communications.

Create a better brand experience

Every communication you produce is an opportunity to create a better customer experience. We leverage the latest personalization techniques and content management processes to help you control and enhance your brand at every stage. Our web portals make it easy to build, customize and order marketing communications incorporating client-specific data, enabling you to make message or content adjustments fast—all while reducing your costs.

End-to-end services delivered around the globe

Xerox has been helping companies enhance their customer communications for over 10 years. We provide skills, resources and technologies to clients around the world and can host services for you no matter where your offices are located—or how they're connected.



We utilize the latest personalization techniques to help you create more effective marketing communication materials, including direct mail, channel collateral, brochures, invitations and newsletters.

Transactional documents that connect with customers

Communications infused with relevant information and color imagery that speaks to individual customer interests have been proven to lift response rates by up to 500 percent.* Xerox works with your transactional documents to help you create a stronger connection with your customers to drive loyalty and increase cross-sell or up-sell opportunities.

Whether your interest lies in incorporating customer-specific offers or adding engaging personalization, our experts can help you make your transactional documents more effective for your target audience.

A world of compliance expertise

Errors in large mailings of personalized information can result in serious financial and legal issues. Our proven experience, subject-matter expertise and use of technology enable us to reliably manage the entire process accurately and securely. From meeting time-sensitive compliance mandates to maintaining mail integrity, we ensure all of your transactional documents remain compliant from day one.

* Source: "One-to-One Marketing with Digital Printing," *Digital Publishing Solutions*, May 2004.



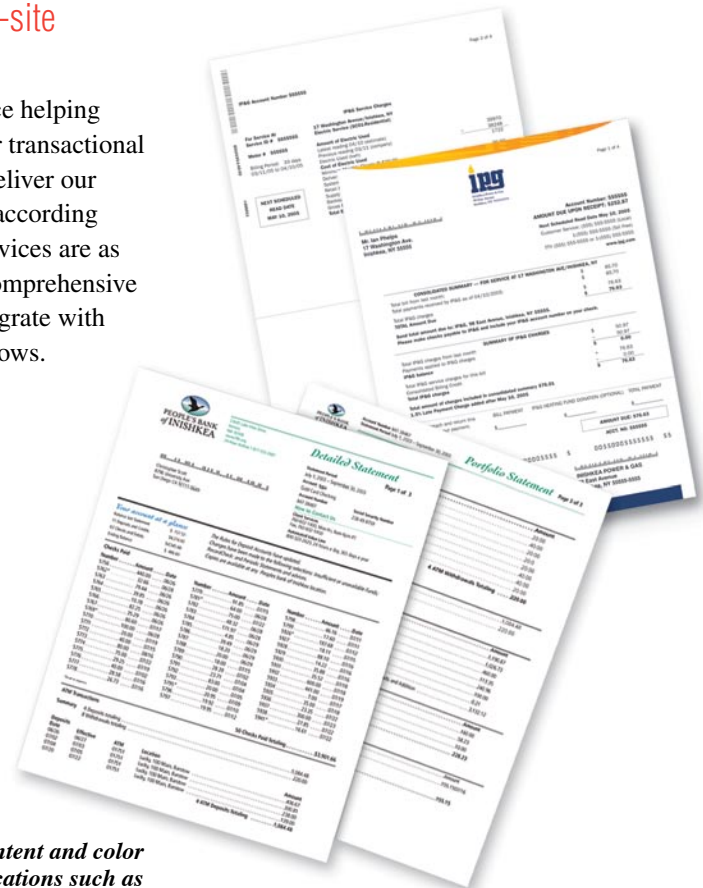
Xerox Document Advisors

Our Xerox Document Advisors are specialists who possess expert knowledge in document design and composition of promotional/transactional communications.

They work on your behalf to drive change and innovation across all of your customer communications while driving cost and operational efficiencies throughout your entire document supply chain.

Proven on-site and off-site capabilities

We have years of experience helping organizations enhance their transactional communications and can deliver our services on-site or off-site according to your preference. Our services are as customizable as they are comprehensive and we can seamlessly integrate with your operations and workflows.



We can help you add highly relevant content and color throughout transactional communications such as bills, statements, correspondence, policies and more.



Visit www.xerox.com/globalservices and click on this icon for:

- Case Studies
- White Papers
- Related Service Offerings

or call **1-800-ASK-XEROX ext. 948**

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Why Xerox Global Services?

Diverse technology, unstructured documents and a host of IT systems can challenge any business process. Xerox Global Services can help with services that span and integrate across your document management processes. From managing assets in the office—to imaging and storing records—to services for your print production centers, Xerox reduces costs while helping you grow your business in ways you can see and measure.



Customer Communication Services Capabilities

Phase:	Capability:	Description:
Professional Services	Knowledge Exchange Workshop	Identify high-priority challenges and opportunities and create a plan for action.
	Business Impact Analysis	Quantify the financial and non-financial impacts and returns from proposed improvements to an operation.
	Blueprint	Lean Six Sigma-based project to define the requirements, measure the current-state baselines, architect solution, develop transition plan and contract for outsourced managed services.
	Communication Engineering	Create high-performance, relevant documents based on behavioral science techniques.
	Production Optimization	Analyze and improve facility operations and workflow.
Document Outsourcing (on-site/off-site)	Document Creation	Design and composition services to prepare, administer and produce digital communications.
	Print, Finishing and Fulfillment	Monochrome or color digital printing, finishing, enveloping (inserting) of customer communications.
	Multichannel Output	In addition to print, electronic outputs for web presentation, e-mail, SMS and fax.
	Mail and Distribution	Metering, presorting, discount optimization and depositing into mail stream.
	Integrated Document Archive and Retrieval (IDAR)	Creation of indexed electronic documents and automated loading into archive and retrieval systems.