

**XEROX®**

Technology | Document Management | Consulting Services

**Promotional Transactional**

Application Brochure

*Cross over to real cross-selling power.*



Promotional  
Transactional



# Great opportunities to cross-sell only come along **every month.**

Looking for opportunities to grow your business? Then consider your existing customers. Studies show that 80% of new business comes from existing customers. In fact, companies spend 47% of their direct mail budget on

promotional offers to this vital customer base—about \$28 billion. Companies spend an estimated \$125 billion on producing and mailing bills, statements, and other transactional documents as well.



## The opportunity

Would you like to create personalized marketing promotions for your most important prospects—each and every month? Would you like to make sure those messages are read, and reread, by your most important prospects? You can, by combining promotional direct mail with monthly transactional statements.

Your company's databases hold valuable information about all of your customers: buying history, product preferences, demographics, length of relationship. This information is used to produce monthly statements for each customer. But now this customer information can be leveraged to craft individual, targeted promotions, integrated within the monthly statement. You have now turned a cost—printing of monthly statements—into a revenue opportunity: the promotional transactional document.

You may have already recognized the power of adding promotions to monthly statement mailings. Perhaps you've put traditional stuffers into statement envelopes. But more often than not, stuffers are not read at all because they're separate from the statement. Putting the marketing message on the statement is the key. After all, 98% of users read their statements once, 85% read them twice. So when the promotional message is combined with the statement, your marketing message is almost guaranteed to be read.

Now you can target your highest-value customers with pertinent upsell and cross-sell messages every month. It could be a coupon, rebate, or special offer that delivers customer value. You can speak directly to your customers' specific needs and past purchase behavior. And move lower-value customers to a place of greater loyalty, frequency, and purchase volume.



## This marketing breakthrough is ready to go—now.

You can turn once-a-month obligations into revenue-generating opportunities by leveraging many tools you already have: your transactional documents, customer database, and marketing creativity. Xerox can help you combine these assets with new technologies and services to take advantage of this breakthrough opportunity.

### **This is an untapped opportunity to increase revenues, get closer to your customers, and move ahead of your competition:**

- Accelerate payment and revenue collection
- Upsell or cross promote products and services
- Transform statements, bills, and invoices into high-value marketing tools
- Eliminate warehousing costs for preprinted shells and stocks
- Reduce number of service center calls
- Gain revenue by selling advertising space
- Cut postal expense by combining direct mail and statement mailings
- Strengthen relationships with customers
- Differentiate your company

Promotional transactional communications can help increase sales effectiveness and revenue—and accelerate payment and revenue collection—for numerous industries, including Banking, Securities, Insurance, Healthcare, Utilities, and Manufacturing.

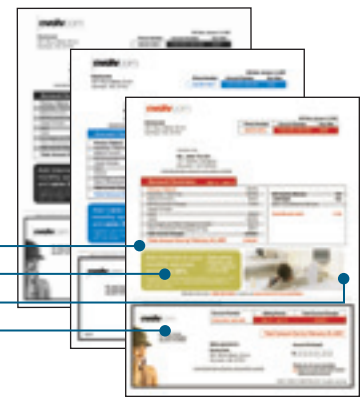
## Telecom Success

Full-service telecommunications companies offer phone, Internet, and cable services, yet few customers purchase all services from a single provider. Statements must be sent every month. This provides the perfect opportunity to cross-sell with targeted promotions that reach every customer, every month. And the promotional transactional document can be made available for viewing by the customer or by customer service.



Telecom Traditional Transactional Statement

Statement  
Promotional offer  
Variable graphic based on offer  
Remittance stub



Telecom Promotional Transactional Statements Printed in Monochrome, Highlight Color, or Full Color



What's more, promotional transactional documents can be made available through multiple media—print, e-presentment, email, and PDF archiving. Here are two examples from the Telecom and Retail industries that offer a glimpse into this untapped potential.

# Retail Success

Retail companies sell a multitude of products. New customers purchase for the first time, and long-term customers return for favorite merchandise. Statements must be sent to both types of customers every month. This provides the perfect opportunity to cross-sell with specialized and individual promotions based on past purchases. Expand business with every customer using offers tied to individual preferences. The promotional transactional document can also be made available for viewing by the customer or by customer service.



Retail Traditional Transactional Statement



- Statement
- Variable graphic based on offer
- Promotional offer
- Remittance stub

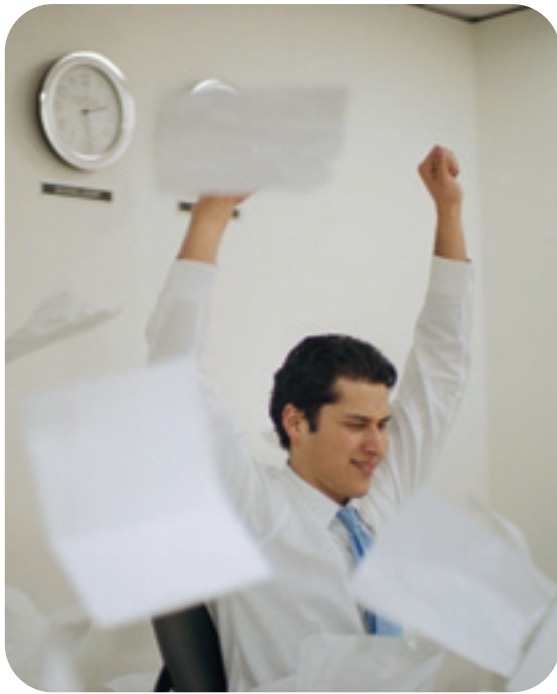
Retail Promotional Transactional Statements Printed in Monochrome, Highlight Color, or Full Color



# A Complete Solution.

## Services

Xerox can provide you with a full range of professional services to transform mundane statements into powerful promotional transactional documents. These services include: document redesign, software integration, workflow design, training, full document management implementation, and operations management.



## Software

Solutions from Xerox and Xerox Business Partners can integrate with the most popular software and databases, freeing your valuable resources from lengthy and expensive programming. These solutions make it possible to easily utilize legacy data streams such as LCDS, metacode, and IPDS or PostScript®, PDF, and others to create full-color, highlight-color, or monochrome documents. Dynamic, automatic workflows make your operations efficient and cost effective from start to finish.

There are a multitude of industry software choices for document design and composition. These outstanding tools help you maximize impact and customer response. But design is only part of the story. The other part is printing. Xerox has perfected the art of efficient printing to deliver promotional transactional print at production speeds.

How passionate are we about production speed? Xerox created VIPP®, a unique output data stream just for print. And we also developed FreeFlow® VI Interpreter—which actually composes promotional transactional documents at the printer, “on-the-fly.” Precomposition is virtually eliminated. The results? Production printing at speeds you can depend on.

## Print Servers

Xerox offers three controllers, or print servers, to meet diverse customer workflow needs:

- Xerox FreeFlow Print Server
- Xerox CX Print Server, powered by Creo®
- Xerox EX Print Server, powered by EFI®

Each gives you outstanding image quality, exceptional productivity, and ease of use. The FreeFlow Print Server is particularly well suited for promotional transactional documents and supports native printing for data streams such as AFP/IPDS, PostScript, PDF, VIPP, PCL, PPML, LCDS, and ASCII, allowing you to avoid the expense of data conversion software and giving you the peace of mind of full document integrity.

## Print Engines

Xerox has a diverse portfolio of industry-leading digital presses—full color, highlight color, and monochrome. The Xerox DocuColor® 8000 Digital Color Press and the Xerox iGen3® Digital Production Press are state-of-the-art full-color production printers. The award-winning Xerox Nuvera™ and Xerox DocuTech® production printers are our benchmark monochrome and highlight color printers. They excel at producing high-quality promotional transactional documents in a wide range of sizes, stock types, and weights. And for extra production capacity, Xerox offers the lightning fast Xerox 495 Continuous Feed Printer.



## Finishing Services

From inline and offline tri-, bi-, c-, and z-folding to saddle stitching and booklet making, promotional transactional finishing can be handled quickly and easily with Xerox production-grade digital printers. Xerox works closely with its Business Partners to ensure finishing productivity and efficiency.

## Cross-Media Usage

Today's progressive companies demand more than just printed output. Electronic Bill Presentment and Payment (EBPP), email, fax, and archiving are all critical components of a complete promotional transactional solution. FreeFlow VI PDF Originator as well as many partner solutions make it easy to extend the services and revenue opportunities for you and your customers.



## Promotional messages at the speed of transactional printing.

### Integrity is critical

When adding promotional messaging to transactional documents, data security is critical. Xerox solutions protect data integrity, assuring you that every record is printed accurately.

### Support to keep you up and running

Every Xerox print engine is built for maximum uptime. And we offer proactive service and support to ensure optimum performance.

### Connections designed for your success

Xerox partners with industry leaders such as Lytro Software™, GMC Software Technology, Exstream, Adobe®, Pitney Bowes, Bowe Bell & Howell, Roll Systems, Standard-Hunkeler, Plockmatic, Gunther, Duplo, GBC, and many others to provide the end-to-end solution that best fits your particular environment.

### Worth the paper it's printed on

Xerox Supplies are designed and engineered to bring out the best in our digital printing. Whether you are running volumes of statements or the most unique application, we have the paper and specialty media for every need.