



Let us help uncover hidden
savings and opportunities.
So you can grow mind
and market share.



Ready For Real Business

What's the key to making and keeping customers?

Great experiences that build strong relationships.

We all feel the rapidly changing demands of business today. But no matter how frenzied business becomes, making and keeping customers is still the fundamental goal. While excellent products and service play a critical role, the overall experience your customers have with your company is key to making and solidifying those relationships. And communication and marketing are the areas that directly touch your customers. They either add to or subtract from that overall experience. So, isn't it ironic that few organizations take the time to talk about their communications?

Finding hidden opportunities for savings and efficiency.

Businesses dedicate significant energy to attracting new customers, ensuring that customers keep coming back and enabling stakeholders and channels. Yet the underlying processes that produce these critical communications may often go overlooked because there just isn't time. Managing those processes may not be the core focus of your business, but it is ours. When Xerox manages these processes for you, we can uncover opportunities for savings, efficiency and even new revenue. So you're free to focus on the big picture—growing your business.

Helping you deliver the right message to the right person at the right time.

The best marketing and communications deliver clear, relevant messages in preferred formats and in time to be acted upon. They are a unique combination of creative, management and logistical practices. We help clients create effective communications that look one of a kind, but are backed up with several efficient processes. Our disciplined, proven approach helps control expense, increase management visibility and release resources from non-core tasks. We can help uncover pieces of your behind-the-scenes communications processes and systematize them to better support and power effective marketing communications.



At the core, we work to streamline and improve the processes to create, produce and analyze your communications in all key areas. Here is where we identify efficiencies and realize cost savings through automation, innovation and end-to-end process management.

With timely, targeted communications, we help you *attract* new customers.

Reaching new customers means cutting through the clutter for an impactful first impression. And by making your messages more timely and relevant to prospects, you'll set your communications apart from the competition. We can step in anywhere in your communication and marketing processes, whether it's creating, implementing and analyzing direct marketing campaigns, working alongside your agencies or cost-effectively producing signage.

Benchmark results: Discount retailer

By helping Target establish a more personal connection with their guests and improve the way they communicated through direct mail, we increased customer response rates.

50%
increase in direct
mail response with
1:1 software and
services for target.

Case study: Retail grocery chain

Morrisons—one of the U.K.'s top four grocery retailers.

"Morrisons succeeds by exceeding our shoppers' expectations; we trust Xerox to do the same in terms of our marketing print needs. We wanted to better connect ... have real-time visibility of processes and identify ways to cut costs without compromising quality and sustainability. Xerox is an expert partner who we rely on to execute our campaigns, delivering on-time and on-budget."



Benefits for your business:

Designing eye-catching communications to attract customer attention is where you want your art director to focus—not on taking time to oversee print production. We can manage supply chain processes for you, so your people can use their talents for what they do best.

Our end-to-end support helps you *enhance* the customer experience.

Keeping current customers satisfied means more than delivering an outstanding product or service. Your customers are looking for a consistent brand experience across all channels, whether it's print, Web or mobile. They want their communications to be efficient—with information that is easy to understand and act upon and geared toward their preferences. This means not only delivery preferences, but purchasing preferences.

Case study: Insurance

Regence—leading U.S. health insurer

"In our highly competitive industry, it's important to find new ways to improve member experience and build loyalty. We knew our member Explanation of Benefits (EOB) statements were difficult to understand and left members confused about their benefits and costs. To improve this important touch point, we turned to Xerox. By using a disciplined communication engineering approach, the Xerox team transformed our EOB into a high-value document that provides members with clear transactional, educational and health-related information."

Benchmark results: Telecom provider

By reengineering customer bills, we made usage information and due dates easier to understand, improving customer satisfaction and lowering help desk costs.

42%

reduction in statement queries to the call center of a telecom provider.

Benefits for your business:

Imagine a marketing manager who actually has time and the tools to do one-on-one customer interviews. Who learns the hot points and preferences of each segment and each customer. Who's free to turn your corporate communication tactics into real messages from a real person. That marketing manager is who we're here to help.



Our streamlined processes *enable* stakeholders and channels to reduce costs.

Clear communications align all audiences with a consistent message and experience. Whether your focus is on delivering information about products and services to customers—or communicating public policies to citizens—we can help. Streamlined processes can improve the quality, speed and clarity of your communications so stakeholders are well informed, understand your message and take the desired actions.

Benchmark results: Leading retail bank

By introducing a new technology platform that improved data management and becoming a single point of contact in the document supply chain, we helped this banking client achieve double-digit savings.

30%
reduction in document
production costs for a
retail bank helped make
budgets go further.

Case study: Automotive

Ducati—global high-performance motorcycle manufacturer

“Our production was increasing rapidly—from 12,000 to 41,000 bikes in just a few years. We had to get to work on creating more time-efficient processes. Xerox helped us with our technical manuals and other materials. They streamlined authoring, translating and delivery—and introduced new capabilities for one-to-one marketing. With the Xerox solution in place, we reduced our number of suppliers and improved efficiency—reducing turnaround for user manual printing from 15 days to one.”



Benefits for your business:

Your public service representative may field hundreds of calls from citizens due to misunderstood communications. By transforming document processes, we can help improve quality and clarity. So citizens are happier, less likely to call with questions and your service representative is free to perform higher-value tasks.

A complete portfolio of configurable communication and marketing capabilities.

Communications are the end result of a process. Whether your audience reads an email, downloads a coupon or opens a transactional statement, lying below that final contact point is a series of steps. You must plan, create and develop your communication. Then there is the process of delivering your message. Finally, you need to measure and analyze its effectiveness in gaining mind share. We can streamline and optimize any and all of these processes to efficiently create the communications that improve your return on marketing investment—and grow business.

Understanding and achieving your individual goals.

The chart below represents our defined group of integrated creative, print and digital delivery capabilities spanning the entire communication life cycle. From consulting through to multi-lingual creation, multi-channel production, marketing logistics and delivery we can work with you in any one area or throughout the entire life cycle process. Together, we'll determine the right direction, and then implement the solution that best fits your needs.

Unexpected results from improving communications.

Analyzing and improving your communications not only helps provide an excellent customer experience, but your business can benefit in other ways as well. For instance, when we coordinate and consolidate communications created by disparate departments within your organization, your company can realize savings on mailing costs. Or by reengineering your transactional documents for more clarity

and to drive action, invoices can be paid faster, improving cash flow. Migrating to e-delivery further increases efficiencies and reduces spending. Our focus on these areas and proven methodologies can uncover new efficiencies, savings and incremental revenue.

Communication and Marketing Services Portfolio

End-to-end Process Management

Strategy and Planning

We can join you at the inception of any campaign to provide consultancy on your communication strategy, planning, globalization processes, sourcing and supplier management to optimize efficiency and effectiveness.

Data Management and Analytics

We can analyze your customer data to create relevant, personalized, multi-channel marketing communications that resonate with your target audience. And we can use your data to provide visibility into processes for tracking progress and budgets.

Content Creation and Management

Our processes enable us to create personalized content that gets results and maintains your brand. In addition, we can streamline content management and translation processes, reducing turnaround time and costs through content reuse capabilities. We can even assume your call center tasks.

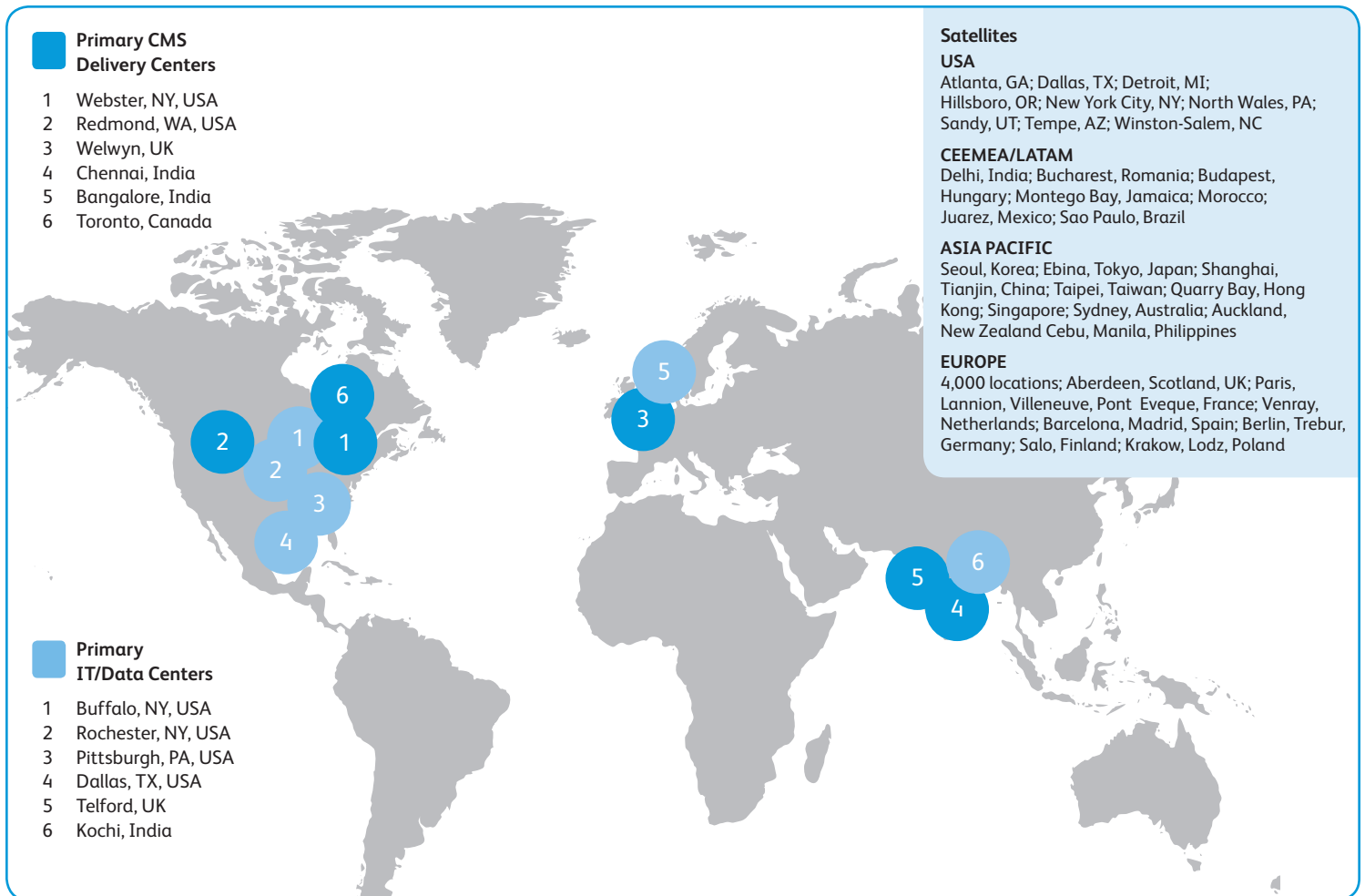
Multi-channel Delivery

We help you conduct effective multi-channel communications at every touch point: Web, mobile, email, direct mail and fulfillment, social media and in-store signage.

Response Management

Our technology can capture the data from customer response for streamlined fulfillment processes and optimized customer on-boarding, delivering an outstanding customer experience at every point.

The people, processes and technology to help you succeed are close by.



“We take our clients’ customer relationships—and their customer communications—as seriously as they do. We have a growing list of international companies that are turning to Xerox to help lead this important aspect of their businesses while uncovering savings in a place many companies fail to look.”

—Stephen Cronin
President, Xerox Large Enterprise Operations

Global experience and expertise

With over 75 global service delivery centers and 130,000 service personnel, we’ve created a global infrastructure ready to serve you.

- As a trusted partner and outsourcing provider
- With delivery centers near you
- Delivering proven service that is recognized by industry leaders
- With thought leadership and innovation in communications
- Through our world-class portfolio of offerings and unique market position in operations, technology and consultancy

A Communication Assessment is the first step to transforming your business.

Let us make it easier and more efficient for you to reach prospects, customers and other key audiences with targeted, timely communications.

By managing any, or all, of your communication and marketing processes we can help uncover savings, increase effectiveness and improve your return on marketing investment.

It all starts with a Communication Assessment from Xerox Communication and Marketing Services. We'll work with you to identify your challenges and where we can help you the most. Please contact your Xerox representative to arrange for your assessment today.



To learn more about Xerox Communication and Marketing Services, visit www.xerox.com/cms or call 1-800-ASK-XEROX.



Ready For Real Business