



Date: 06/07/2010 Issue: June 2010 People: Elizabeth Glagowski

## Document Management's Surprising Customer-Centric Benefit

The hype surrounding new technologies like social media and mobile seems to have pushed other traditional customer touchpoints to the background. So while old-school communications like direct mail and file processing may not grab headlines, it is a serious business for many companies. And, increasingly, companies are incorporating new document management and direct strategies to improve not only efficiencies, but the customer experience as well.

### **The following is an excerpt from the article highlighting New Jersey Performing Arts Center (NJPAC)**

One potentially hidden opportunity is one that ties document management to a positive customer experience, and therefore to a strong customer relationship. New Jersey Performing Arts Center (NJPAC) – look to document management as both a boon to efficiency and customer centricity.

#### **NJPAC brings the Arts to your mailbox**

Speaking of paper, one organization is acting smarter in how it manages its direct marketing strategy. The New Jersey Performing Arts Center is no stranger to customer centricity. The Newark, NJ-based nonprofit organization has deployed numerous customer-based initiatives over the years with the goal of customer retention and loyalty in the entertainment space. The company's customer loyalty program for its database of 400,000 customers scores them according to their lifetime value and provides "personal rep" concierge service for high-value customers, for example.

"We have detailed transactional information for each of those patrons, but in the past we could not easily customize or personalize our mailings to reflect patron preferences," says Catrina Boisson, vice president of marketing. "We did a great job on the phone and in person, but our direct mail, especially our large season brochures, was more one size fits all. The same 40-page catalog was mailed to

everyone to announce the season. It could feel overwhelming to the patron and did not reinforce our commitment to customer centricity."

Working with Xerox, NJPAC will deploy a segment-based communications strategy for its yearly mailing later this month. Instead of a mass-market direct mail brochure, customers will get one of five versions:

- new customers interested in music
- new customers interested in Broadway shows
- returning patrons
- lapsed visitors
- general

The front cover, back cover, and two inside pages will contain a tailored message. Lapsed customers, for example, will receive a message saying that "we have missed you," with a discount pricing to return for this season, Boisson says. The organization also plans to send customized direct mail pieces to groups of 50,000 to 75,000 throughout the season based on content, discounts, and other differentiators.

"As a result, in coming seasons, the Mozart lover and Meatloaf fan may get very different season brochures that appeal not only to their musical tastes but also recognize their purchase patterns and preferences, etc.," Boisson says. "We hope that it will make the material more appealing, relevant, and, ultimately, effective."

She adds that the big picture goal is to become more innovative for the same amount of resources. "We will cut the quantity and be smarter about who we're mailing to...It's reinforcing what we're trying to do at other touchpoints with relevant messaging."