

XEROX®

Technology | Document Management | Consulting Services

Promotional Transactional

Retail Application Brief

Cross over to real cross-selling power.



Promotional
Transactional





Promotional messaging pays off in retail transactional documents.

The Opportunity

Thanks to breakthrough technology, you can transform a mission-critical expense—statement printing—into a revenue-generating opportunity. By combining targeted marketing messages with the obligatory customer statement, your monthly customer billing cycle can be transformed into monthly customer promotion.

From mundane to money making.

Retail companies sell a multitude of products. Every month, new customers purchase for the first time, and long-term customers return for favorite merchandise. And, every month, statements must be sent to these customers. The retail industry provides the perfect opportunity to cross sell with specialized and individual promotions based on past purchases. The promotional transactional document allows you to expand business from every customer with offers based on individual preferences. And it's a document that can be available for viewing by the customer, or by customer service.

- Increase revenue
 - Up sell or cross promote products and services
 - Sell ad space to valued business partners
- Accelerate payment and revenue collection
- Eliminate warehousing costs for preprinted shells and stocks
- Reduce the number of service center calls
- Cut postal expense through combined direct mail and statement mailings
- Strengthen relationships with customers
- Differentiate from the competition

The Xerox Advantage

For decades, companies have looked to Xerox for high-volume printing of transactional statements in tight print windows and with the confidence of full document integrity. Now, our transaction solutions join with marketing creativity to deliver promotional transactional documents at the speed and with the accuracy our customers depend on.

“Mining” the data.

Your company databases hold valuable information about each and every customer: buying history, product preferences, demographics, and length of relationship. Leverage that customer knowledge to craft a personal promotion—and integrate it with the monthly statement to create a monthly revenue opportunity: the promotional transactional document.

Document design and workflow.

The key to marketing messaging—and increased business opportunities—is effective document design and data management. In this example, retail companies that have standardized on the AFP™/IPDS™ architecture can take advantage of solutions from Xerox and our valued business partner, GMC Software Technology.

Standards-based solutions.

Xerox actively participates in the AFP Consortium dedicated to developing print technology standards such as for color management, based on the International Color Consortium (ICC) standard. This ICC standard has already been implemented in the Xerox FreeFlow® Print Server. Complemented by GMC's exceptional document personalization software, the retail industry can take advantage of standards-based, creative and reliable, promotional transactional solutions.

Retail Promotional Transactional Example

Remittance stub

Statement

Variable graphic based on offer

Promotional offer

Retail Traditional Transactional Statement

Retail Promotional Transactional Statement
Printed in Monochrome, Highlight Color, and Full Color

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Productivity improvements.

Xerox and GMC Software Technology customers have realized print productivity improvements of up to 400% while delivering multi-media output: paper as well as Web-based documents for viewing or for Electronic Bill Presentment and Payment (EBPP). The Xerox FreeFlow® Print Server (acting as an IPDS print controller) receives the IPDS data stream and natively processes it for efficient digital printing of customized documents. The GMC/Xerox partnership enables a costly transaction print center to be transformed into a revenue-generating profit center.

Choice of industry-leading digital printers.

In our example, we output to the state-of-the-art full-color, highlight-color, and monochrome cut-sheet digital printers from Xerox—the Xerox iGen3® Digital Production Press, Xerox DocuTech® HighLight Color System, and Xerox Nuvera™ Digital Production System—as well as the lightning fast Xerox DocuPrint® Continuous Feed printer.

Xerox offers over 40 printers that deliver the highest image quality and the most productive printing. These printers are tightly integrated with industry-leading feeding-and-finishing solutions from Xerox business partners such as Gunther, Roll Systems, Standard-Hunkeler, Plockmatic, and Duplo.



GMC PrintNet™ T is an ideal choice for the creation and production of high-impact, personalized direct marketing, transactional, and on-demand documents.

Production Notes

The full-color versions were produced on a Xerox iGen3 Digital Production Press. The two-color version was produced on a Xerox DocuTech 128 Highlight Color System. The monochrome version was produced on a Xerox Nuvera 120 Digital Production System and a DocuPrint Continuous Feed Printer. A Xerox FreeFlow Print Server (controller) was used as the digital front end.

Media:

The invoices were printed on Xerox Graphic Xpressions True White 24/60 lb. Bond/Text

Finishing:

Perforation, folding, and mail insertion.



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