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Results  
you can  
measure.

Integrated call center data with rules-driven document templates to create thousands of unique documents each week.

Utilized DesignMerge to convert QuarkXPress documents to VIPP.

Printed full-color variable information documents on Xerox DocuColor 6060 digital presses driven by Creo front-ends.

Created a steady, annuity business that can expand to meet customer needs.

Enhanced customer's image while reducing postage costs and eliminating costs for maintaining static inventory.

Provided key information to end-users in an attractive, professional package.

Using a Xerox solution, **The Document Centre** implemented an innovative, customized, full-color direct marketing communications program for the American Society of Plastic Surgeons.



## The Document Centre

The Document Centre in Carol Stream, Illinois, looks for innovative ways of providing powerful print and Web-enabled communications solutions to a diverse client base that includes the American Society of Plastic Surgeons (ASPS). The former prepress service bureau uses all-digital technology to deliver the benefits available from on-demand, variable-content color printing, and Web-based solutions. Those include faster, more accurate and more timely individualized documents, as well as the elimination of preprinted forms and their associated costs. The Document Centre produces a wide range of black-and-white documents using Xerox DocuTech® 6155 monochrome laser printers. Using a Creo front-end and ColorWorks Horizon Bookletmaker, it creates both static and variable content documents on DocuColor® 6060 digital color presses.

## The Challenge

# 1

“The ASPS call center previously took a caller's information and sent out a generic response package. We wanted to personalize the information and graphics to provide a more relevant, colorful and compelling experience.”

Dave Rohe, President, The Document Centre



## The Solution

# 2

“By combining customer profile information with variable templates, we can customize materials to specific gender, age, geography and surgical procedures and provide a more targeted response to these personal inquiries.”

Dave Rohe, President, The Document Centre



## The Benefit

# 3

“Marketing directors are now realizing that highly targeted and personalized printed materials increase ROI. Relevance and personalization definitely touch customers more effectively.”

Dave Rohe, President, The Document Centre



The American Society of Plastic Surgeons (ASPS) wanted to customize and improve the appearance of the packages its call center sent to callers seeking local plastic surgeons and information about procedures. Typically, the call center manually assembled mostly black-and-white preprinted material regarding procedures and sent it to callers with a form letter listing doctors in their area. “The materials weren’t age- or gender-specific and gave them information they didn’t need,” relates Dave Rohe, President of The Document Centre. The ASPS thought the informational package should be more relevant, modern looking and attractive. Additionally, the ASPS felt callers should receive the same confidentiality and personal care associated with plastic surgery. As Rohe saw it, the ASPS was not alone in needing customized communications. He saw the opportunity to extend the application to a variety of businesses and industries.

The ASPS call center operators get the caller’s name, address, gender, age, and procedure being considered and compile it in an SQL database. The data is sent to The Document Centre as a Microsoft Excel file and input into VIPP® DesignMerge composition software. Although a standard template is used, each brochure The Document Centre creates for the ASPS is truly customized for each individual, with one particularly complex page drawing on 78 rules. The 11"x17" brochures include the caller’s name, information about the procedure requested, photography relevant for the caller’s gender and age, and a listing of the surgeons in their area. All pictures and backgrounds are pre-RIPed and stored on the Creo server. The brochures are printed on the Xerox DocuColor 6060, three-edge trimmed and folded on the Horizon bookletmaker, and forwarded to the caller.

The ASPS program has been running very effectively for over a year. It has transformed a generic mailing into a dynamic, personalized communications program which eliminated preprinting generic pages of information, storing and managing of preprinted inventory, and manual picking, packing and mailing processes. It also reduced mailing costs and provided a professional image. There are also advantages for The Document Centre. The same process that drives data from ASPS’s call center can be readily adapted to other call centers and to Web sites where people submit information that would generate customized brochures and other documents. Rohe plans to expand the offering to other customers. “Being able to offer those capabilities and services really differentiate us. We’re not competing with many other companies.”