

‘No Surprises’ Vehicle Maintenance Campaign Boosts Revenue for BMW France

Dupliprint



“BMW Maintenance Campaign”

Best-of-the-Best Award Winner –
Direct Mail/Marketing
Xerox Premier Partners Global Network

Paris-based Dupliprint is a leading provider of e-printing solutions based upon digital and offset printing and the Web. Founded in 1993, the firm has 100 employees and €17 million in annual revenues, and has had double-digit growth for 10+ years.

www.dupliprint.fr

“This campaign shows that ‘smart’ paper documents are more relevant than ever.”

– Frédéric Fabi, Founder and Chief Executive Officer, Dupliprint

Duplprint – “BMW Maintenance Campaign”

Using an ongoing direct marketing programme developed by Duplprint that lets vehicle owners know their maintenance costs in advance of appointments, BMW France dealers have significantly boosted post-sales vehicle revenue. The campaign also reinforces BMW’s premium brand image and offers a strong proof point of Duplprint’s leadership capabilities as a marketing services provider.

Challenge

In the automobile industry, where revenue generated by dealership after-sales departments makes a significant contribution to annual revenue and overall margin, the vehicle maintenance market is very competitive. So when BMW France wanted a new campaign to promote BMW vehicle maintenance, it viewed the initiative as critical to the business, with goals to increase its dealers’ share of the maintenance market while positioning BMW as a premium brand. To answer BMW’s request, Duplprint developed an innovative solution that would give the vehicle manufacturer an edge, while positioning BMW France dealerships as reliable, competitive and critical players in the market.

Solution

Duplprint and BMW France worked together to define the solution: avoid vehicle owner surprises by reporting their maintenance costs in advance of appointments. The approach: a direct mail campaign for dealers to order and personalise from Duplprint’s internally developed Web-to-print solution, Sofive. Using Sofive, dealers regularly update their maintenance rates, then order mail packages – a letter and brochure – that include customised rates for the recipient’s vehicle maintenance. Sofive also generates a grid that BMW France makes available on their website, enabling car owners to enter their vehicle identification numbers and compare maintenance rates from several dealerships. The direct mail package is printed on a Xerox® iGen4® or Xerox® iGen® 150, each configured with a Xerox® FreeFlow® Print Server.

Results

The “custom-rate” direct mail campaign contributes to a significant share of BMW France after-sales revenue. While BMW France won’t release precise figures, similar Duplprint programmes have generated a 20% increase in service sales. The programme also reinforces BMW’s image as a premium brand, helping the dealerships differentiate from competitors. And the rate updates the Sofive solution generates throughout the year help BMW France and the dealerships to be very responsive during special operations and promotions.

For Duplprint, the programme is a good revenue producer, and it serves as a strong proof point that the company has transformed its business to be a marketing consultant and marketing services provider as well as a highly regarded printer.