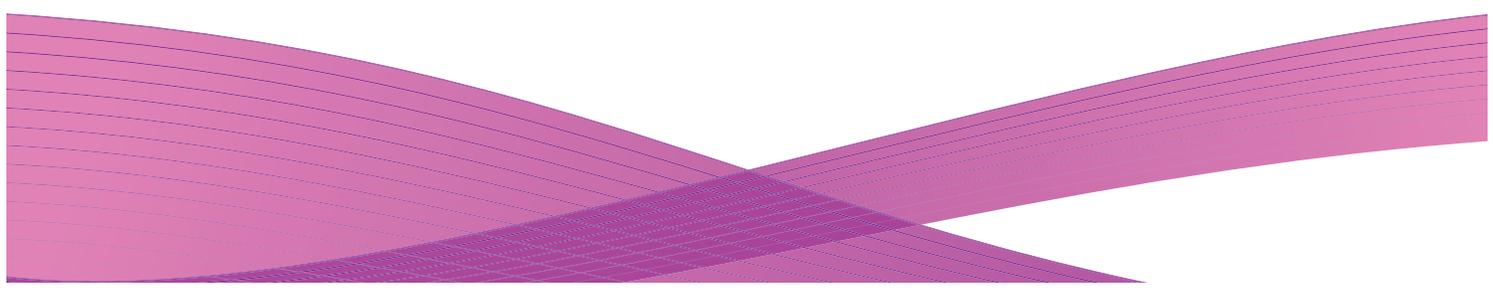




Web-to-print application generates 20% response rate while educating sales team.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



1:1 Service Introduction Brochure, Collateral

Bottomline Ink

This Perrysburg, Ohio, company was originally founded in 1991 to provide clients with print management services. Since then, Bottomline Ink has expanded into commercial print, digital imaging, fulfillment, direct mail and more.

Their approach to running a successful business is simple. Provide customers with a higher level of service than local competitors at a better value than national competitors. In 2008 they put their vision into words—"We will be so good we never lose a customer."

On the web:
www.bottomlineink.com

The challenge

After making substantial investments in a Pageflex® server and the development of their own custom web applications, Bottomline Ink found that their salespeople were having a hard time confidently promoting the company's web-to-print services. They needed to find a way to educate their employees about the company's web-based offerings so they would feel comfortable speaking about—and selling—the services to potential customers.

The solution

What's the best way to learn? By doing. So Bottomline Ink's VDP team developed a web-to-print application that not only helped their sales staff become more comfortable with the process and technology, but also acted as a one-to-one direct mail piece targeting prospective clients.

Here's how it works. They created a custom web front end that drives a Pageflex variable data print template. The salespeople use the form to select one of four primary services to promote to their client or prospect. This selection sets their cover art and the content of the second page. They then can choose how to sort the remaining three services, which appears on the third page of the piece. From there, basic client information is pulled from a web form and used in the content throughout, with the option to insert a customer's logo or a personal message. The system will then add the finishing touches by automatically adding the salesperson's contact information and photo to the back cover. The Pageflex server generates a PDF and the final piece is printed on 80 lb. Xerox Digital Color Elite Gloss® Cover stock using a DocuColor® 5000 Digital Color Press, FreeFlow® Print Server and FreeFlow Makeready®.

When they're finished, the salesperson has successfully created an informative, customized piece for their prospective customer while gaining valuable experience in the web-to-print arena.

The benefits

In addition to a more knowledgeable sales staff, this application successfully generated overall interest in Bottomline Ink's services, most notably their digital print and mail services. Their sales staff generated more than 200 documents—with a 20 percent response rate—in just six weeks of use. Bottomline Ink also received presentation requests from three of their top ten clients, including an opportunity to visit their largest client's facility and provide their marketing department with a virtual tour of the application.

