

solutions

Creative Customer Contact

Explore New Ways to Create Longer-Lasting Customer Relationships

When the marketers we work with ask about the benefits of 1:1 print personalization, they almost always focus on direct sales—namely, higher response rates and higher per-order values. As important as these results are, however, your company's bottom line is impacted by more than direct sales. In the last issue, we began a series that looks at the bottom-line benefits of non-direct-sales applications in a variety of vertical markets, beginning with examples from government and education. In this issue, we'll continue with examples from the insurance and healthcare industries. *The examples below, which illustrate non-direct sales applications for 1:1 print marketing, are drawn from the Print on Demand Initiative's case study database (www.podi.org).*

Create Effective Customer Follow-ups

Desiring a more efficient and effective way to follow up on calls from prospects and to build customer relationships, the insurance company Aflac designed a personalized, Aflac-branded full-color postcard to be sent to each respondent following his or her initial contact with the company's call center. The card incorporated a personal message and photograph from the call center specialist. It also included the name and contact information for the associate making the follow-up call. The postcard was mailed within a week. Ultimately, of course, Aflac hoped to build sales, but its short-term goal was to reinforce its branding as a personal and responsive organization.

Improve Readability and On-time Payments

The Cleveland Clinic was experiencing challenges with its billing system. Its statements, which included both professional charges and hospital charges, were confusing, and patients often called because they did not understand their bills. The clinic created a new design for its bills that incorporated variable fonts and other design elements that improved the bills' readability. They sorted line items by date to make the bills easier to understand. They added special section headers to delineate the various charges. They made descriptions more thorough. The result? On-time payments increased by 35%.

Reduce Costs

HealthNow, a provider of healthcare coverage, discovered that its informational materials were too voluminous and confusing and that 47% of incoming help calls were generated by its own mailings! HealthNow switched to personalized guides, with each guide personalized with hundreds of variable fields specific to the subscriber and his or her individual health insurance plan. This reduced the size of its mailings from 70 pages to 20 pages and alleviated subscriber confusion. Processing speeds dropped from 24 hours to one hour, productivity improved, and the cost of the guides dropped by up to one half.



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Drive Event Attendance

Hearthstone Assisted Living, an owner and operator of assisted living communities, wanted to promote its educational presentations. It targeted six locales, each with a different time, date, location, and speaker. An invitation and follow-up card were required for each of the six events. All invitations were printed and sorted at one time to obtain the highest bulk postage rates.

Boost the Bottom Line

As these examples indicate, the power of personalization extends beyond higher response rates and per-order value. While you might think of the goals we covered as secondary, think about this: if your customers don't pay their bills, respond to your organization, or stick with you over time, your bottom line will suffer. Suddenly, what you once considered "secondary" becomes mission critical.

We Can Help

We've witnessed many of the types of situations described firsthand. Our business is built on the enduring relationships we've cultivated with clients, and our accomplished digital team thrives on building new ones. Give your **TanaSeybert** account rep a call to find out how we can help you improve your bottom line.

Changing on the Fly

What Happens When Your Project's Parameters Evolve?

Anyone who's worked within a production environment knows that few jobs ever go exactly as planned. With so many variables brought to bear on the creation of a particular piece—from human to mechanical—the oft-repeated axiom "change is the only constant" is very fitting. If you're like us, that rapidly-shifting ground only makes things more interesting. After all, a little change never hurt anyone. But what about a *lot*?

The fact of the matter is, changes in the strategy, scope, or purpose of a project can wreak havoc on budgets and schedules. Whether it's a radical change in print run or a significant shift in the level of personalization, it's crucial that you're partnered with a vendor that can keep up with your requirements. At **TanaSeybert**, we pride ourselves on our ability to respond to change as it occurs. Indeed, our combination of expertise, equipment, and experience make us uniquely qualified to provide solutions for the unexpected.

Case in point: we recently completed a project for one of the world's top financial institutions. The job began as an offset-printed postcard to be mailed to several thousand recipients. Midway through the production process, our client decided to send out personalized letters to a portion of the list in tandem with the postcards. The letters involved multiple levels of personalization, including names, addresses, and personal financial data. Not only were we able to print these letters on our digital press, but we presorted and output them in postal order, saving our client subsequent charges. And because we maintain our own mailing and fulfillment division, we were able to ensure timely and synchronized delivery of both pieces.

It's not just our technical capabilities that give us our flexibility, it's our people. Decades of experience has given them a deep understanding of the production process and all its variables. It's also the long-term relationships we've developed with our vendors. For example, another recent assignment had an initial print run of 1 million, to be produced on our web press. After print-ready files had been supplied, and paper ordered, our client needed to cut the print run by more than half. The rapport we share with the paper vendor involved enabled us to work with them to redirect the now-excess paper to other uses, preventing our client from being charged for it.

Our ability to adapt doesn't stop there. Since we remain a resource for a diverse list of recurring clients, we know what the trends are in graphic communications—and we encourage you to draw upon that knowledge. Print runs can be revised up or down, press equipment can be switched, levels of personalization can be altered. But one thing remains constant—we're here to provide solutions.

LOWER YOUR DIRECT MAIL COSTS WITH CONFORMER

Conformer expansion envelopes enable you to pack more relevant material into every mailing—helping you build stronger relationships with every recipient. These patented designs allow you to reduce parcel-sized mail pieces into flats compatible with USPS automated processing machines, eliminating postal surcharges. Ideal for books, CDs, DVDs, and virtually any kind of document.

TanaSeybert is the exclusive print vendor for Conformer products in the New York area. For more information, contact  **Conformer Expansion**
PRODUCTS
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