

Best-of-the-Best Contest

Xerox Premier Partners Global Network



Accord Group Excerpts, TransPromo Category

Tele Mail

Tele Mail, headquartered in Alcobendas, Madrid, provides a rich array of digital printing and personalised targeted marketing to a variety of economic sectors, including financial institutions, insurance companies and market research companies. They focus on taking a collaborative role with their clients to leverage their creativity and experience to produce the best possible results. Tele Mail also puts themselves on the leading edge of technology solutions, investing in new equipment and software to help them and their clients to be more effective and profitable than ever.

On the web:
www.telemail.es

The challenge

For years, the Accord Group had been printing its members' account information on pre-printed statements that featured a number of promotional messages that were mostly static. This process afforded little opportunity for any personalisation, branding or personality, apart from the most basic information, such as the customer's name. In addition to being fairly generic, this proved to be a time-consuming production process, especially as there were up to 50 distinct pre-printed shells that had to be laboriously matched up with the proper customer accounts.

Tele Mail knew there had to be a better, more effective way to produce these statements that provided more options and flexibility. With the purchase of the Xerox® 980 Colour Continuous Feed Printer, they were able to offer an innovative solution to their client.

The solution

At first, the Accord Group was hesitant to move away from the offset printing portion of their statements as they had concerns about the quality of digital printing. However, once Tele Mail showed their client some of the output from the Xerox® 980, they were extremely impressed and moved ahead without any reservations.

What's more, Tele Mail illustrated how the statements could now incorporate much more variable printing and be entirely segmented to their members' demographics, interests and purchasing habits with the use of GMC Software Technology's PrintNet T® Variable Composition Software. This opened the Accord Group's eyes to the huge number of possibilities they had for collaborating with their partners to sell this valuable marketing space.

The benefits

This transition from offset to digital has saved Accord Group 30 percent on the cost of producing and mailing separate direct marketing initiatives. It also generated significantly greater response, thanks to the added personalisation and advertising opportunities that variable printing provided.

The migration to digital was so successful that Tele Mail has moved three more Accord Group brands away from offset printing and into the digital arena—and generating more business. The capability to produce highly variable TransPromo documents has become key in attracting new potential customers, of which they are in active pursuit.

