

LEADING CABLE PROVIDER SELECTS INFOPRINT AND CSG SYSTEMS TO ENABLE PERSONALIZED, TARGETED COMMUNICATIONS

OVERVIEW

■ Challenge

A leading US cable provider needed a way to realize revenue from dormant or inactive customers while also generating loyalty from existing customers.

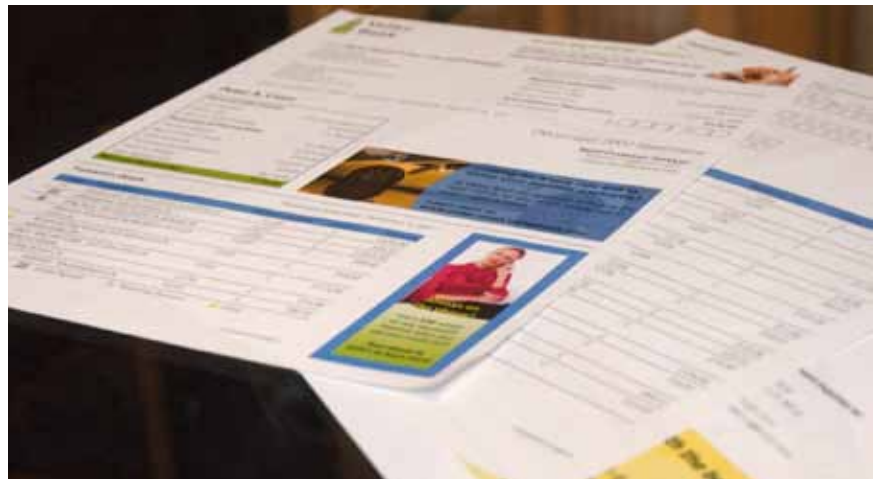
■ Solution

TransPromo - a transaction document that includes personalized, promotional messaging. InfoPrint Solutions Company teamed with CSG Systems, a customer interaction management company, to conduct a TransPromo pilot using the InfoPrint 5000 flagship solution. The cable company's subscribers were encouraged to sign up for digital phone service through color-rich, personalized and relevant statements which were designed to cut through the clutter and move customers to action.

■ The Results

- 27% lift over the black and white TransPromo control segment in an application where the call to action was to sign up for the complimentary digital services.
- 30% reduction of paper through the elimination of selected inserts.

Working with cross functional teams, integrating data, and segmenting customer data to deliver relevant, meaningful, full color messages to customers, CSG and InfoPrint Solutions Company were able to deliver a clear and measured return.



KEEP CUSTOMERS HAPPY IN A TOUGH ECONOMY

In a challenging economy, Chief Marketing Officers confront a new set of challenges that require innovation at a time when budgets are down and customer retention pressures are up – way up. Today, the market demands more ROI for every dollar spent. The current world-wide economy creates cautious customers who are working around tightened purse strings and shrunken budgets. Sometimes, however, these trying situations can result in new and more efficient ideas. One such clever idea was revealed in The Routes to Revenue research initiative released

by the Chief Marketing Officer (CMO) Council. The study highlights opportunities for marketers looking to implement programs that realize revenue from dormant or inactive customers while also generating loyalty from existing customers. They do this by leveraging color-rich, personalized and relevant documents – such as monthly bills, statements and other mailings – that can cut through the clutter and move customers to action. Through this research, they have found the unfindable: a new way to appeal to customers by capturing wandering eyes. In our most

recent pilot using this new innovation, one of the largest US cable operators experienced a double digit increase in the number of subscribers by initiating what is known as a TransPromo pilot campaign.

THE TRANSPROMO SOLUTION

What is TransPromo? TransPromo is a transaction document that includes promotional messaging. It is a new way to engage with customers through direct, targeted communication while nurturing stronger relationships. According to industry analysts, transactional documents – again, such as bills, statements and “must read” mail – are opened and read by more than 90% of consumers. The average consumer receives 12 of these transactional documents per month. TransPromo documents can leverage a must-read, important document as a new channel of communication by cutting through promotional and direct mail noise to positively impact customer loyalty and engagement.

InfoPrint Solutions Company worked with CSG Systems to deploy industry leading TransPromo Consulting teams which consist of skills in marketing strategy and campaign management, marketing and data analytics

as well as creative design and composition. Headquartered in Englewood, Colorado, CSG Systems International (NASDAQ: CSGS) is a customer interaction management company that provides software- and services-based solutions that help clients engage and transact with their customers. Both CSG and InfoPrint’s Best of Breed practitioners gathered for a quick launch meeting to garner a greater understanding of the promotion.

The pilot, built for this leading cable company, consisted of two similar groups of their customers. The call to action encouraged subscribers to sign up for the provider’s digital phone service by leveraging color-rich, personalized and relevant statements which were designed to cut through the clutter and move customers to action. The sample group consisted of 100,000 customers, of which 50,000 would receive the color TransPromo statement, and the remainder would receive the standard black and white statement.

The pilot was conducted at CSG’s state of the art facility in Florida, using the InfoPrint 5000 flagship solution. The InfoPrint 5000 color printing system is a full color drop-on-demand inkjet continuous forms production printer, offering recent innovations in the digital printing industry which have set new

standards in quality and affordability. CSG Systems is considered a savvy marketer in the highly competitive cable, direct broadcast satellite and communications industry delivering software-and services-based solutions to help clients build commerce by better engaging and transacting with their customers. With an aggressive timeline in a very challenging economy the TransPromo methodologies were put to the test.

PILOT RESULTS

The results of the trial indicated that even in the most difficult of times, the statement when using full color TransPromo with best of breed methodologies, can provide a new route to revenue.

- 27% lift over the black and white TransPromo control segment in an application where the call to action was to sign up for the complimentary digital services.
- 30% reduction of paper

The pilot highlights that there is more to a color application than merely printing. CSG’s Output Solutions facilities partnered with a tier one broadband client in the document design and strategic usage of color that

added measurable value. Clearly, adding color to transactional documents will effectively enhance readability, guide readers to important message points and incite a positive response. By leveraging basic analytics and rich customer data, this pilot was able to realize a significantly higher response rate through the strategic use of color and white space management. Working with cross functional teams, integrating data, and segmenting customer data to deliver relevant, meaningful, full color messages to customers, CSG and InfoPrint Solutions Company were able to deliver a clear and measured return.

SOLUTION DETAILS

Timeline: Eight Weeks (Four weeks from design to mail, four weeks of measurement)

Services: CSG Systems Services and InfoPrint TransPromo Services

- Direct Marketing
- Data Analytics
- Design and Asset Creation
- Composition
- Campaign metrics and measurement

Hardware: InfoPrint 5000 color printing system

“In a short eight weeks, we worked closely with InfoPrint to ensure accurate data analytics, create controllable content and achieve manageable results. Through our successful work with our client and InfoPrint, we validated the importance of leveraging color for one-to-one communications.”

*—Pam Sellenrick,
Senior Vice President of
Output Solutions, CSG Systems*

FOR MORE INFORMATION

Contact your InfoPrint Solutions Company sales representative or visit us at:

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The CSG TransPromo results were obtained through a pilot project conducted for a U.S. cable operator by InfoPrint Solutions Company, working with the CMO Council, and are reused with their permission.