



GMC Article

Enhancing the Customer Communications Experience

Technology is the enabler

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Personalized, one-to-one, transpromo marketing is a communications approach that is on the tipping point of explosive growth. Why? Because research and practical experience show that when it comes to driving results, data-driven communications that create an intimate dialog with consumers are a quantum leap ahead of mass-produced documents that blast generic messages to information-overloaded recipients. A recent InfoTrends study¹ confirms that of all the communications sent to consumers, only one third are personalized with content they find useful. As a result, many carefully crafted customer communications are unceremoniously dispatched to the wastebasket.

Up close and personal

On the other hand, when communications combine a highly targeted message with the right product, service, or offer, it's more likely to strike a chord and inspire action. Again, InfoTrends research suggests that consumers are far more receptive to communications that engage them in a personalized dialog. The same research shows that when companies produce and send personalized documents that tune language, type, design, charts, images, graphics, logos and offers to recipient profiles – they're likely to see an uptick in response of more than 20 percent.

Given the potential dividends, anyone who wants to acquire new customers, cross-sell/up-sell, encourage repeat business or simply add a new sense of energy, affinity, and community to customer relationships would do well to tap into the power of personalization. Whether you're sending targeted direct mail, solicitation letters or transpromo documents that marry invoices and statements with personalized messages, effective personalized communications are the sum of many parts.

A successful personalized communications initiative is based on the right balance of predictive modeling, customer profiling, creative that ignites a gut-level reaction, a relevant offer, and customer data that's usable, accessible, accurate, and has been optimized to ensure a successful outcome. Effective personalization requires benchmarking and reporting on results to track program success. It also means having the right technology infrastructure to create and compose targeted variable-data documents that engage consumers in a one-to-one dialog that helps build high-value, sustainable relationships.

Technology unlocks the potential of personalization

Clearly, seismic shifts in customer communications are creating new challenges – and opportunities for document owners. As personalization becomes an expected component of communications, service providers will need to invest in enabling technology or risk falling behind the curve. The question is... what will it take to get there? First, the infrastructure you need depends on the level of personalization complexity and the technology you already have in place. An infrastructure that enables personalization includes everything from intelligent hardware that can print variable messages, images, and color, along with software that streamlines the entire workflow, and robust, intelligent variable data document composition engines like the GMC PrintNet suite. The good news is you may already have some of the infrastructure you need to produce and deliver customer-centric communications. That infrastructure may include some or all of the following components:

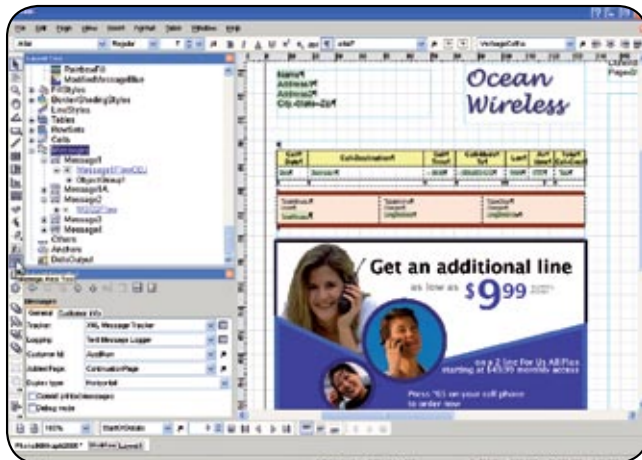
- Integrated document archive and retrieval systems
- Distributed output management software for information sent to customers
- Document composition systems for letters, statements, bills, complex policies, batch or one-off target marketing campaigns printed or delivered via email
- Automated document factories for mass production of personalized documents

¹"The Future of Mail 2006: Direct Mail, Transaction, and Trans-Promotional Documents"

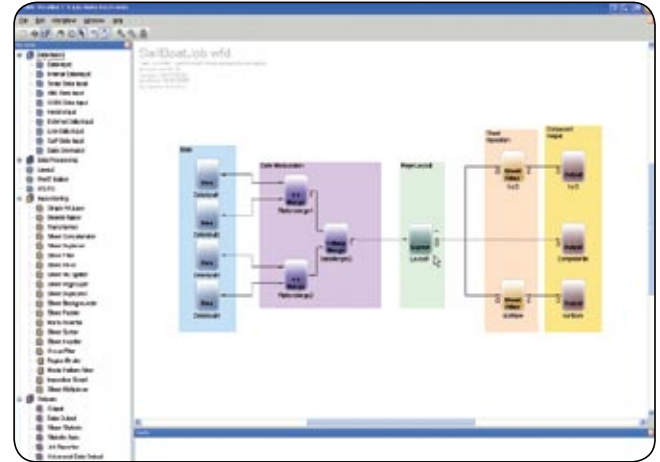
An insider's guide to getting there

As you evaluate your existing infrastructure or consider updating or adding to your arsenal of personalized communication tools, ask yourself some important questions to ensure you have the capabilities you need:

- Can the platform support a diverse range of applications – transaction, promotional, hybrid transpromo, and one-to-one interactive applications? Keep in mind that many vendors offer tools that focus on statement applications, but don't offer marketing or direct marketing capabilities.
- Does the vendor provide a strong technology offering in marketing and direct marketing applications, with a solid reference base?
- Is the technology easy to implement and use, and does it have the platform and protocol support capabilities to easily integrate with enterprise architectures?
- Can you develop and maintain one-to-one marketing and transpromo applications quickly and easily?
- Is the technology compatible with your data input sources; does it integrate with your CRM, content management and archiving systems?
- Does the system have the data handling and processing capabilities required for robust, high-volume trans-promo applications?
- Does it have multi-channel distribution capabilities?
- Does it have strong message management and version control capabilities?



Sophisticated data integration and handling are key to personalization applications



Advanced graphical workflow provides more efficient, faster application development

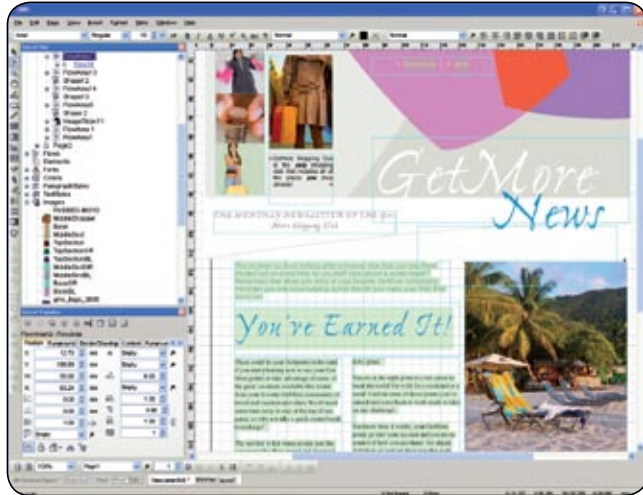
A masterpiece always begins with brilliant composition

Before you set out to create winning personalized communications, keep in mind the guiding principle that informs the world's greatest musical masterworks – it takes a brilliant composition to ensure a brilliant concert performance. The same goes for producing impactful personalized communications – you need the right composition and variable personalization tools to compose a document that gets results.

Whatever your personalization technology requirements, one thing is certain. You will need a software platform to help you create and personalize all your variable documents, and then coordinate and route composed files for production and output. A comprehensive platform like GMC PrintNet can make it simple and cost-effective to design, compose, and integrate personalized customer communications – including everything from print and web-based statements to personalized customer communications, policies, and marketing materials. It also can simplify online personalization and manage responses to event-driven communications like registrations and applications and archive content and documents.

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Color and personalization drive higher response rates

As you evaluate document composition and management platforms, look for a complete, customer-centric solution that includes document composition, process automation, and web capabilities. GMC PrintNet delivers capabilities directly or as part of partnerships with experts in archiving, web storefronts, PURLs and other components of a comprehensive personalization solution. As a result, you have the technology infrastructure you need to deliver personalized, customer-centric communications that help you acquire new customers, advance customer relationships, increase revenues, repeat orders, order size and response rates.

GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications.

We offer exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. GMC serves thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month – including direct mail, statements, bills, policies, catalogs, correspondence and trans-promo materials.

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