

Mega Calibre Uses GMC PrintNet for Leading Edge Personalization & Campaign Management Services

Mega Calibre customers benefit from increased business growth opportunities; customer loyalty and retention

One of India's most important marketing services providers, Mega Calibre, uses GMC Software Technology's PrintNet Designer software to offer its customers improved personalization and campaign management services. At the same time, PrintNet ease-of-use capabilities are enabling Mega Calibre to keep costs down by simplifying workflows and shifting much of the application development and maintenance work from IT to non-programming personnel.



Established in 1993, Mega Calibre supplies end-to-end services for the banking, finance, telecom and insurance sectors for direct mail, statements, corporate compliance documents and other personalized correspondence. The company is constantly seeking ways of maintaining its leadership position in direct marketing. Mega Calibre can take a project from concept, through design and implementation to delivery and response management, and is constantly seeking ways of maintaining its leadership position in direct marketing.



Mr Sanjiv Swarup, Marketing and Finance
Director of Mega Calibre

Adding Value for Improved Profitability

According to Mr Sanjiv Swarup, Marketing and Finance Director, the business decided to look at ways of improving profitability by adding value rather than volume to achieve further growth, both through the services on offer and the way it structured the business and controlled its costs. As a result, Mega Calibre came up with an ambitious 'wish list' for software technology that would help them achieve this. They enlisted the help of advisors Process Instrumentation to find it.

"Our focus is on producing highly targeted, high value direct marketing and 1-to-1 marketing communications within transactional printed documents. We wanted the ability to quickly develop new applications with high impact color variable printing," Mr Sanjay Datta Gupta, Director Operations, explained. "We also wanted a single operating platform for addressing multiple output types – print and electronic. Another imperative was the ability to produce campaigns that were highly personalized and relevant to the recipients and we had to have this ability available across multiple sites."



Mr Sanjay Datta Gupta, Director Operations
of Mega Calibre

Simplified Workflow for Faster Time to Market

An important business concern was the rapid increase in salaries in India for highly skilled IT personnel, as demand for their services has grown along with the expanding economy. While the tasks required of the system they put in place would be more complex, the chosen software needed to simplify the workflows

and enable them to transfer tasks easily between team members. They also wanted to ensure that they maintained continuity and lessen the dependence on the highly skilled IT personnel for application development and maintenance.

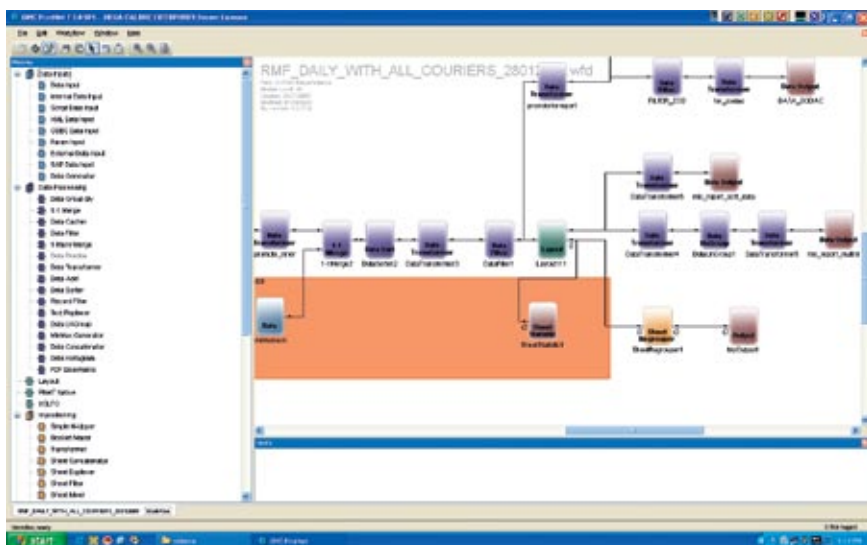
It also was important that new applications could be brought to market more quickly and the time taken to make last minute changes was reduced. The ability to utilize the maximum print area would also help to cut costs. "We wanted to provide extra value for customers who are ready to pay for additional features and benefits. We aim to improve the ROI on our customers' campaigns and for the cost conscious we try to offer ways of saving on print and mailing costs without detracting from the impact of the campaign itself," said Mr Swarup.

PrintNet Provides End-to-End Solution

On recommendation from Process Instrumentation, Mega Calibre evaluated PrintNet and found it could meet all these requirements, and more, with a single operating system delivering all the application development and controlling all aspects of a project from design, development, print, and distribution to campaign evaluation. Now that it's in operation, the company is more than delighted with the result.

"GMC PrintNet has taken our software application development capabilities to a new level, where we can bid for new accounts with confidence," Mr. Gupta added. "We are able to offer improvements over earlier applications to existing clients. This has helped us retain our customers as they get superior data handling and a broad range of design and marketing options, which are difficult for them to find elsewhere."

With PrintNet Designer, a single workflow handles multiple processing paths. MIS reports are generated as by products of the main data processing and need not be done as a separate task. Applications are developed easier and faster than ever before and the ability to quickly make and test market prototypes has been a significant factor in improving customer service. Costs to customers are reduced by doing away with the need to send response address books, saving costs on offset printing, postage, storage and wastage, which can make up as much as 10% of a campaign's cost.



A single workflow enables faster application development, task collaboration and cost reductions

Key Facts

Client

Leading Indian marketing services company Mega Calibre supplies the country's financial, telecom and insurance industries with end-to-end services for personalized communications.

Challenge

To improve services offering, growth opportunities and profitability by adding value without adding costs.

Solution

PrintNet Designer provides a single operating system to control a campaign from design development and print to distribution and evaluation with simplified workflows and reduced reliance on expensive IT personnel.

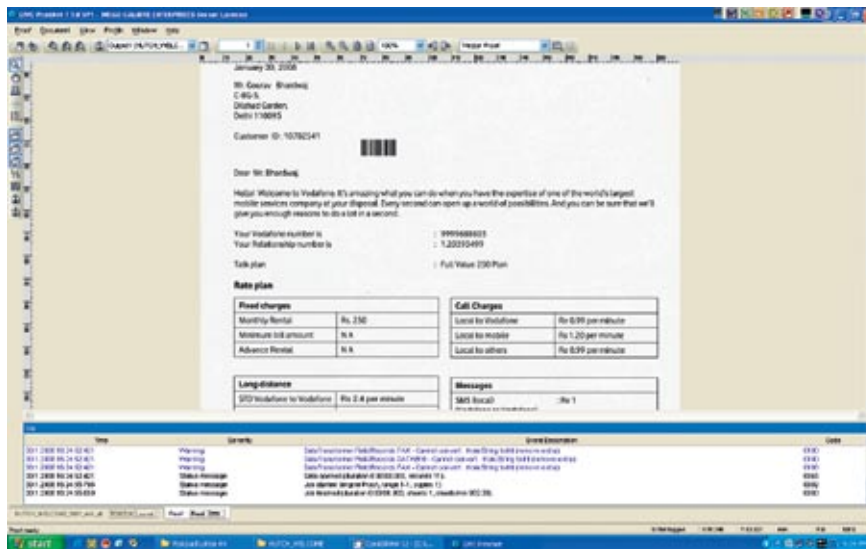
Results

Higher print volumes, lower print and mailing costs, and faster application development enables Mega Calibre to improve customer loyalty and attract new business. The company also provides customers leading edge transpromo and multilingual capabilities to improve response rates.

Transpromo Converts Cost Centers into Profit Centers

PrintNet Designer has also enabled Mega Calibre to benefit from the growing transpromo market, where diverse personalized promotional messages, usually using color, can be added to routine documentation according to pre-set rules.

“Transpromo is here to stay and enables us to convert cost centers into profit centers for our customers,” he continued. “PrintNet has made it possible for us to handle the most advanced transpromo concepts. We have also been able to increase print volumes, reduce print and mailing costs by approximately 12%, and develop and market new concepts before the competition can even dream about them!”



Personalized messaging and multilingual capabilities drive higher response rates

Multilingual Capabilities Drives Dramatic Increase in Response Rates

The multilingual capabilities of PrintNet Designer have also benefited the business. “India is a land of diverse languages. We have successfully implemented projects where the letter or mailer has been made bi-lingual based on the recipient’s postcode. India’s economic growth in sectors such as banking, insurance and finance is being driven by a population that is more comfortable communicating in regional languages, so multilingual communications are one way of increasing the response and therefore the ROI. Many of our customers have seen response rates increase by over 600% just by implementing multilingual communication!” Mr. Swarup explained.

“For Mega Calibre, using PrintNet Designer means we can offer more, better, and faster,” Mr. Swarup stated. “We now are able to offer value in many areas, with better data handling, eye-catching design, better readability, and significant improvement in quality. This has enabled us to retain existing customers but also make major breakthroughs in acquiring new customers.”

GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning 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. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve 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, marketing and transpromo materials.



Quality assurance for customer satisfaction