

Vertrue, Inc. Achieves Dramatic Cost, Production Savings with GMC PrintNet Software

- \$1 million savings the first year in operational costs
- 90% reduction in programming and production time



Vertrue headquarters on the banks of the Merritt River, Norwalk, Connecticut



Affinity/loyalty marketing leader Vertrue, Incorporated



Personalization the Key to Affinity / Loyalty Marketing

Every direct marketer knows the key to winning customer loyalty is relevant personalization. Affinity/loyalty marketing leader Vertrue, Incorporated – based in Norwalk, Connecticut – specializes in turnkey membership programs and direct marketing services that align consumer needs with relevant offers from their clients and partners. Consumers get exclusive access to discounts and services, and Vertrue clients build stronger relationships with their customers. Printed and electronic communications form the basis of these relationships, and Vertrue relies on PrintNet T software to affordably create variable personalized fulfillment to members, both in print and e-mail.

Vertrue partners with brand-name retailers and service providers to develop targeted membership and loyalty programs customized with reward points, gift certificates, merchandise, travel rewards and more. “Some of our clients want us to develop customized programs with specially designed membership or loyalty programs. In addition, our direct to consumer programs are made possible through the ability to vary product and fulfillment content. As a result, there is greater customer satisfaction, brand loyalty and revenue growth,” said James Frey, Vice President, Operations and Production Services.

Template Library Hard to Manage

Previously, Vertrue fulfilled standardized membership kits with 6”x 9” window envelopes, brochures, inserts, personalized welcome letters, membership cards and reply cards. “We created static templates for every variable possibility for laser printing the personalization like regulatory, legal, product and client requirements, on four-color preprinted documents,” explained Frey. “Before we acquired PrintNet, we maintained 3,500 templates to support all the variability for all our programs. Templates were printed using a complex business rules engine requiring manual programming every time new programs were launched or changes made.”

Key Facts

Client

Vertrue Inc. helps companies build stronger relationships with their customers through a diverse range of personalized print and electronic direct marketing, affinity and loyalty marketing programs.

Challenge

Vertrue needed to automate its process of creating and maintaining personalized print and email communications to improve overall quality, eliminate potential for error, improve turnaround times and cut costs.

Solution

GMC PrintNet software simplified the entire data integration, design and delivery process for print and electronic materials, making changes easier and enabling more personalization.

Results

Using PrintNet, Vertrue has saved over \$1,000,000 the first year in production costs by reduced programming and maintenance time by 90 percent.

“PrintNet has enabled us to automate the entire personalization and production process, saving hundreds of hours in programming time and nearly a million dollars in operational costs the first year it was implemented.” James Frey, VP, Operations & Production Services

Process issues drained time and productivity, since every new document involved lengthy set up times, and Vertrue lacked an automated process to manage variable copy, legal language, and client changes. A staff of eight spent half their time creating and revising these PDF file templates, while two production personnel were dedicated solely to PDF management. “After we acquired PrintNet we were able to reduce the preprinted fulfillment components, saving fulfillment costs because of the flexibility of PrintNet managing the variable content,” Frey stated.

From 3,500 Templates to Just 35

Since migrating to the PrintNet environment, the improvements have been striking. “PrintNet enabled us to automate the entire personalization and production process, and share copy across multiple documents,” said Frey. “Updates, changes and maintenance are made just once instead of hundreds of times, and every occurrence of the affected text or images is automatically changed.”

Since implementing PrintNet, Vertrue has reduced 3,500 templates to just 35 workflows, while increasing messaging flexibility. “Variable content driven by PrintNet T gives us tighter integration with our membership databases and IT,” said Frey. Documents can include legal and compliance information, variable program information, variable special offers and more. Today, 98 percent of program and fulfillment materials are generated through PrintNet T and the remaining two percent are one-off jobs that will eventually be brought into PrintNet T.

More Efficient Email Communication

“Based on our success with printed materials, we thought why not use it to do our email communications,” said Jeff Agostin, Senior Manager of Variable Fulfillment. Email communication and fulfillment were strapped with approximately 2,000 different HTML templates. The old system relied on HTML templates that could take two to three workers up to 12 business days to update. The total turn-around was a staggering 250 man-hours of work, and even with a robust Q&A process, human error was difficult to avoid.

The new communication system of variably composed HTML emails is created via PrintNet T. Just nine workflows offer the equivalent of 878 template combinations. Now the total time for updating workflows is down to just 3.5 man-hours, resulting in a time saving of 246.5 hours. Now all variable e-documents are efficiently organized in a single variable platform using PrintNet T.

“This system lets us absorb fulfillment duties for two subsidiaries, saving over \$1 million a year in operating costs,” exclaimed Frey. “The overall project has been so successful that PrintNet T will likely become the complete solution for all our customer touch points.”



Vertrue achieves 90 % reduction in programming/production time; \$1 million savings in operational costs

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 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 transpromo materials.