

## **How can you design promotion campaigns that can cost several million euros each year and make them profitable?**

### **Shift from business document to marketing document!**

(Jean-Philippe Sarraut, CEO, Sefas Innovation)

Improving communication, loyalty and better informing customers and prospects are the key challenges that companies face. How do you ensure you stand out? How can you be sure to be read and strengthen the power of your messages? These are the new issues that Sales and Marketing Departments are forced to deal with. However, it is often the IT departments who shoulder the responsibility of finding solutions that correspond with these needs.

Mass-mailings can cause consumers to react negatively, often resulting in the mail being disposed of before it is read. It is important that solutions are adopted to optimise the intake of this advertising information.

A recent trend has been focused towards the transformation and enhancement of business documents. Transactional documents such as invoices, bills and various other forms of customer correspondence are increasingly being enriched with promotional information, inserts and other marketing messages offered by the supplier and its partners.

This is not as straight forward as it sounds, indeed, behind all this information lies a value-added production and personalisation process that combines various forms of marketing data, invoicing information, etc. to ensure the correct message is received by the correct person.

To ensure optimum reactivity that will allow improved industrialisation of the production process and to implement this kind of operation for large volumes (several million invoices/month for example), IT departments use business document tools and work in collaboration with the Sales, Marketing, Communication and sometimes Legal departments.

It is vital therefore, that IT applications are both collaborative and intuitive, this allows each department to initiate promotional or informational campaigns within the documentation. At this stage, it is necessary that the organisational logic of the companies and validation channels are carefully defined to avoid sending out incorrect information to several million customers.

Once these highly operational systems are set up, they enable businesses to enhance the value of their invoices by transforming a payment operation into a promotional sales communication. The most renowned users of these technologies are banks, insurance and telecom companies: due to the ultra-competitive nature of their industry and the constant launching of new services, they must inform their private and business customers regularly, and more importantly develop loyalty by using such promotional tools.

Within the more sophisticated solutions, segmented approaches are emerging. They take into account both the type of offer promoted and customer-specific factors. Through this individualised approach, customers become central and the offer is adapted to their needs. The telecom industry initiated these approaches, making heterogeneous proposals such as the launch of new customer packages. With this approach a close interconnection between CRM infrastructures and a businesses document solutions becomes vital.

Finally, by transforming a business document into a marketing tool, the number of prints can be rationalised, significantly reducing historically observed printing costs.

All these elements actively contribute to changing the nature of business documents and to positioning them at the center of the modernisation concerns of IT departments, which play an active part in deploying industrial composition and management infrastructures.

This makes it easy to understand the many advantages in adapting business documents and gradually transforming them for more commercial purposes.

### **About Sefas Innovation**

Sefas has a successful track record in delivering solutions in the financial services, insurance, utilities and telecommunications sectors, supporting our customers' communication processes.

The Open Print suite of document composition and production management software, enables organisations to communicate more effectively with existing and potential customers by improving the relevance of customer-facing documents, ensuring that they are personalised, timely and valued by the recipient.

Today most organisations, particularly those operating in B2C markets, have collected extensive information about their customers. Sefas specialises in delivering solutions that will maximise the potential of this data, using information to supplement and improve existing communication channels.

Through utilising Open Print solutions, our customers have been able to improve the impact their documents have on the targeted audience, thus improving on key performance metrics such as customer retention, response rate returns and increased take up.

Sefas is the partner of choice for companies such as BT, The Department of Work and Pensions, Groupe Mutuel, Nationwide, Progressive Insurance, and The Royal & Sun Alliance. Sefas also supports the key Business Process Outsourcing providers in the communications market place with their technology infrastructure that allows them to responsibly manage billions of mail items each year.