

Personalisation software

Nosmot Gbadamosi, [PrintWeek](#), 17 January 2008

The use of personalised software is on the up, and it's not just in traditional sectors. "Historically, we have seen revenue streams coming from large transactional print houses," says Giles Hill, general manager at Sefas. "However, increasingly we see business owners and marketing engaged in making decisions on composition software as the concept of transactional promotional communication becomes a reality."

Research has shown that personalised marketing is better at generating responses, and can be a more creative method of communication, which will hasten payments and improve customer retention. The only limit to personalisation seems to be in having a realistic return on investment and optimising the impact of the message, rather than technological capabilities. Hill warns that costs can creep up if, in the early stages of a campaign, testing hasn't been done to iron out any glitches. Printers need to ensure that a project will run smoothly, or they will risk passing costs on to their clients.

The right kit

Costs escalate when buyers use technologies that don't allow a modular approach to building the document templates, so that a change in the customer's address will mean every document needs re-scripting. This takes up time and effort at great cost. "Traditionally, much of the complexity of document composition has come from having to redefine at the initial stage what output language you are going to write the document to," adds Hill. This means a single document may have to be composed several times to allow a print firm to maximise its potential capacity in a multi-printer environment.

New developments in technology allow the user to take content into a 'virtual print format', where it can render the template into any output stream, including SMS and HTML, at the time of production once the medium and print engine has been decided. "In doing this, documents are designed in a totally modular format, where the user can decide what content to include in each communication and enabling a 'one change affects all' capability," says Hill.

Buyers should put in the legwork before commissioning a job so the full scope of a campaign is understood, and that pricing for scaling up a solution is fully explained and included in the agreement. "To save costs of service and excessive support charges, make sure the necessary skills and knowledge are in place as early as possible," advises Hill.

Comments

There are currently no comments.

To post comments [please log in here](#)

Sign up for News Bulletins →



Other Articles

PrintWeek **PrintingWorld** **PrintBuyer**

Not only your readers should relax
– relax yourself ... [click here](#)



Version: **German**