

Pitney Bowes Financial Services Group of Canada

PlanetPress Suite is a complete software solution for the creation, enhancement and production of transactional variable data documents, as well as their distribution and archiving using sophisticated automated workflows.

In sending out business communications to customers, Pitney Bowes Financial Services Group of Canada uses PlanetPress to save money, increase productivity and open rates, reduce operational costs, and even generate newfound revenues.

CASE STUDY



SUMMARY

The Pitney Bowes Financial Services Group of Canada provides leasing and payment solutions to customers throughout North America and around the world. Headquartered in Mississauga, Ontario, the division is part of Pitney Bowes of Canada Ltd., which employs a direct sales and service force of approximately 800 professionals and operates as a subsidiary of Pitney Bowes Inc.

The Challenge

Like other businesses in today's tough economic climate, Pitney Bowes Financial Services Group of Canada was under increasing pressure to drive up revenues and retain customers, all while reducing operational expenses. In the marketing department, where some 60,000 business correspondences are sent to customers every month, marketing manager Adam Sugden saw an opportunity to "do it all" — grow sales, improve productivity and reduce costs — by integrating a software application from a Pitney Bowes partner.

"Targeted, variable marketing messaging, or 'transpromo,' creates opportunities to use business documents in new ways to connect with customers, on a one-to-one

basis," explains Sugden. "Pitney Bowes had partnered with a software developer that had the perfect solution for us — one that would allow us to personalize messages to customers, increase response rates, and even promote sales."

The Solution

In 2011, Sugden implemented the PlanetPress Suite, a software application developed by Objectif Lune, a partner with Pitney Bowes. The solution allowed Sugden to piggy-back marketing messaging and cross-sell products on customer communications not typically used as promotional vehicles, such as invoices, billing statements, or any other customer communication.

The marketing strategy — commonly referred to as "transpromo," a compound expression for "transaction" and "promotional" — worked like a dream. "In the past, we'd stuff envelopes with flyers or mail promotions separately — all of which added up to a considerable expense," Sugden says. "PlanetPress allowed us to eliminate all those costs by displaying the promotion on the statement — saving 100% of the print and insertion costs."

Challenge

Pitney Bowes Financial Services Group in Canada needed a more effective way to reach customers with regular business correspondence, variable marketing messages and transactional mail, with the goal of reducing operational costs and driving revenue growth.

Solution

PlanetPress Suite enables the Pitney Bowes Financial Services Group of Canada to prepare more than 60,000 business communications a month more efficiently and in a fraction of the time — and with substantial cost savings. Additionally, the solution has turned every communication into an opportunity to drive new sales and build customer loyalty.

Flexible, Highly Affordable

Sugden explains that PlanetPress software allows you to merge print data with electronic documents at high speed, from virtually any source prior to printing and production. The software allows his marketing department to add a personalized message to a document, add integrity marks to make sure the right documents get to the right customers, and reduce postage and production costs by eliminating "a lot of direct mail that never gets opened," he says.

On the digital front, PlanetPress can combine email with the physical mail, and eventually add chat links to invoices in case customers want answers to any questions in real time. "Essentially, a simple invoice or billing statement can become a flexible, highly affordable marketing communications vehicle, and even a profit center," he says. "And because transpromo messages are delivered using existing channels, there's practically no cost."

Printing in Color

Another key benefit has been color printing. Two factors have contributed to the success of transpromo mail. First, more than 95% of transaction documents (invoices, for example) are opened and read each month – far more than any other type of direct response vehicle. So if you can piggyback a color marketing message on that document, studies show that it's more likely to be read. Secondly, PlanetPress allows Sugden to enhance the customer experience, since color printing improves the readability of the statement.

Sugden communicates all sorts of variable "transpromo messages" on invoices and

billing statements, from information on new regulations to public service announcements. He also sends coupons, cross-sells products, updates totals on reward programs, sends a Thank You note, or tells customers when their supplies are about to run out. "Whatever the message, PlanetPress helps us deepen our relationship with the customer," he says. "That's the real benefit."

RESULT

Limitless Gains

Sending customers targeted messages, and even changing them on the fly, is another huge advantage. Whether the marketing department sends a transpromo message to the customer by mail or email, the message is more timely and targeted to their immediate needs, he says.

Moreover, the message — from a special offer to a Thank You — is easier and faster to generate. In the past, the process of pulling together resources to create and print a direct mail flyer, stuff and mail it, could take a month or more. Now, the marketing department can produce and distribute the same message — embedded on an invoice or statement — in less than a day.

Savings are equally impressive. PlanetPress has helped to reduce the department's marketing costs "by 100%," concludes Sugden, "If you think about the money we use to spend on production, labor and postage of separate marketing communications, transpromo messaging using PlanetPress is having a huge impact on our top and bottom lines. The gains we will realize on this change are limitless."

"With PlanetPress, we now produce 60,000 monthly customer statements in a matter of hours. To be honest, I've never seen anything like this. It's a remarkable solution that enables us to save and reduce costs, but more importantly, to establish stronger relationships with our customers."

Adam Sugden, Marketing Manager, Pitney Bowes Financial Services Group of Canada

The Pitney Bowes advantage

Pitney Bowes helped its own financial services group in Canada to find a unique solution that reduced operational costs and increased sales opportunities through the production of regular business correspondence.

**Every connection
is a new opportunity™**

 **Pitney Bowes**

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