

superior reach of marketing with a personal touch

We produce bespoke, high quality documents to individual clients' requirements

Most businesses today produce transactional customer communications. All transactional documents (whether bills, statements or invoices) must be produced efficiently and to tight deadlines to ensure timely cash flow and customer satisfaction - but many companies are missing opportunities by not realising the potential of these documents as an effective marketing tool.

Our software plus the latest print technology allows us to manage and produce a range of business critical documents that deliver added marketing value.

We can:

- Create and deliver transactional and business critical documents securely and compliantly across electronic and traditional channels
- Make use of free "white space" to deliver highly targeted promotional or service messages
- Present personalised, targeted offers on any transactional communication
- Add a new dimension to previously functional or purely informative materials
- Deal with thousands or millions of data records and huge print volumes
- Provide postal optimisation
- Help with moving transactional documents to electronic formats and digital channels

Benefits

- Provides excellent cross and up sell opportunities
- Get real added value on transactional documents
- Use transactional communications as an additional channel for campaigns
- Peace of mind, less risk - Transactis is a fully accredited and compliant partner
- Make transactional information clear and easily understood
- Superior reach of marketing messages
- Non-resource intensive solution
- Enhance your green credentials by offering electronic billing or statements

We personalise by:

- Enhancing the way vital information is presented

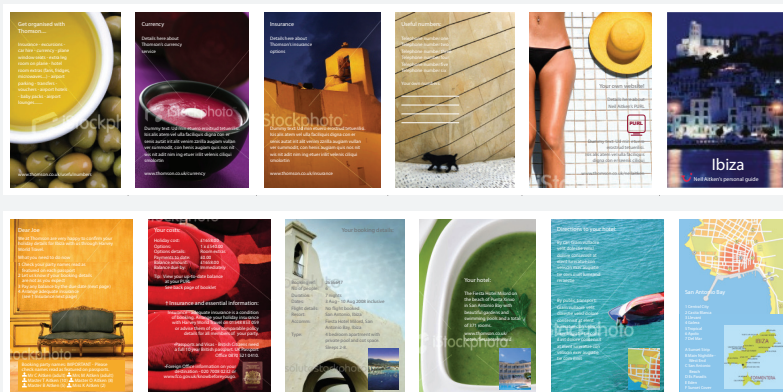
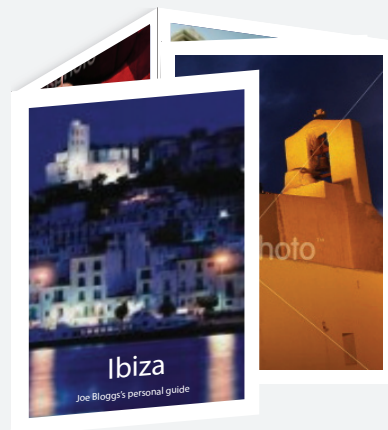
For example we can address the customer in their preferred way - even their nickname - and adopt an appropriate tone of voice in the writing style to gain customer rapport and confidence

- Adding highly relevant promotional offers

We present additional products or information according to what we already know about the customer and what is likely to interest or benefit them. The positive impact is increased customer satisfaction and sales.

Example

Holiday booking confirmation & resort info brochure



front

back