



WOW! at Work

# Digital Printing Insider

Corporate Enterprise | February 2012



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## Welcome to Océ... Welcome to WOW!

WOW is... customer loyalty. In a business environment punctuated by rapid changes in technology, marketing platforms, and consumer preferences, achieving customer loyalty requires commitment. Commitment to understanding current market requirements while anticipating future needs. At Océ, our customers are true business partners.

### Building Customer Loyalty



Stacy West, Director of Marketing, Océ Production Printing Systems

Achieving customer loyalty is the goal of every business. Most people can quickly think of a business that they feel loyal to, will talk about with others, and return to again and again. Customer loyalty requires commitment, and Océ is determined to make this commitment. According to Director of Marketing Stacy West, "All of our marketing efforts are focused on putting the customer first. This is a culture that permeates our organization."

West has responsibility for all of Océ's customer-facing marketing initiatives. Once the product is ready for the market, Stacy's team handles all of the customer events, marketing communications, customer demonstrations, advertising, and demand generation. West outlined four Océ initiatives that are key to building a loyal customer base:

- 1. Listening:** The first step in developing positive relationships is to listen to customers. Océ has established a Transaction Print Advisory Council (TPAC) and a Graphic Arts Summit designed to integrate the voice of the customer into current and future product offerings. In addition, salespeople provide great insight. "We have established the Making Océ Better Squad (MOB) to get a salesperson's perspective on business issues, products, and services," West explains.
- 2. Benchmark Products and Services:** Quality in products and services is essential in the creation of a loyal customer base. West's perspective is that Océ equipment is the most reliable in the industry. When John Yurchak Jr. from Yurchak Printing was asked why he has become a loyal Océ customer, he said, "The equipment is best suited for our needs. We have a service that we can always rely on, and the technology is designed to be scalable so it can grow as our business grows."
- 3. Flexibility:** Océ understands that in the production environment, one size does not fit all. "We have teams of people that work closely with customers, leveraging Océ technology to build custom solutions that meet their specific needs. They support customers in everything from application design to workflow re-engineering," West notes.
- 4. People:** There is a high level of commitment on the part of Océ staff to not just meet, but exceed customers' expectations. According to Spectra Integration President Walter Kohn, "Océ has the most professional sales and support staff. It really starts with that human element."

Put WOW! to Work, Visit:

[www.OceWowFactor.com](http://www.OceWowFactor.com)

#### FREE Downloads!

- **InfoTrends White Papers:**
  - *Cross-Media Services... Beyond Personalization*
  - *The Opportunity in High-Speed Color Inkjet*
- **Presentation: Building a Loyal Customer Base**



#### View the Press Demos!

- Océ ColorStream® 3500
- Océ JetStream® Dual Series

#### View a Press Go! Webinar On-Demand:

- Building a Loyal Customer Base
- InPlants: Opportunities in Value-Added Services
- From PSP to MSP:
  - Making the Transition
  - Business Plan Modification
  - Go-to-Market Strategies
- Compensation Plans
- Social Media Marketing
- Estimating and Pricing

#### Questions?

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Email Us:  
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## Building Customer Loyalty (continued)

### The Bottom Line

In wrapping up, West states, “We never forget that our company can’t exist without its customers. Day in and day out, we work to listen, create custom solutions that customers need, resolve problems quickly, and provide a human touch. Hopefully our customers will view us as a partner that is willing to go above and beyond.”



## Keeping Your Most Valued Customers

Great companies win new customers and then bring them back for more. In challenging economic times, customer loyalty is of the utmost importance. Belt-tightening consumers will choose to buy from businesses that they know and trust.

Believe it or not, Americans hold 1.8 million loyalty club memberships. In fact, the average U.S. household is enrolled in more than 14 loyalty and rewards programs. While they may be enrolled in many programs, Americans are active in fewer than half of them. Marketers are seeking tools and partners that can make loyalty programs engaging. For print and marketing services providers, this means opportunity.

To help marketers keep their customers coming back, service providers are leveraging multiple media channels to create programs that will be actively used in the long term. In today’s complex cross-media environment, there are several key considerations for program creation.

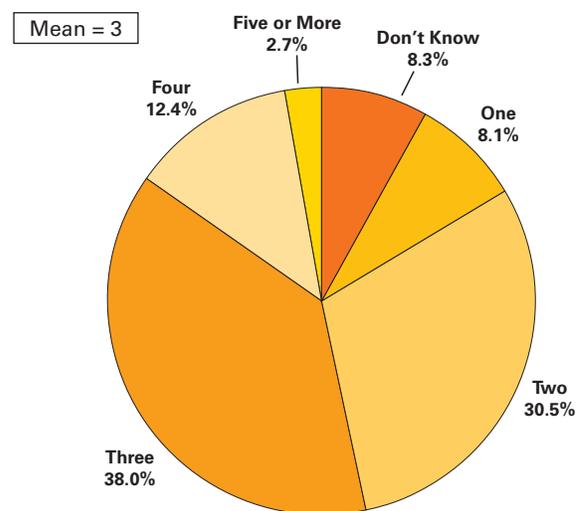
### All Channels ON!

Print is an important part of the mix, but it is representing an increasingly smaller slice of the pie. If you want to engage and hold customers, you must talk to them through multiple channels. In late 2010, InfoTrends conducted a multi-client study entitled *The Cross-Media Direct Marketing Opportunity*. This survey explored marketers’ use of media channels, from websites to newspaper ads to podcasts. To build that loyal customer base, marketers are using an average of three channels (see figure 1). Marketers want to integrate their messages and ensure consistency across all channels. In a world where they are strapped for time and resources, marketers are seeking a single partner to deliver the complete loyalty campaign.

### Relevance Reigns

People expect today’s communications to be personal and relevant. Any messages that don’t fit these criteria will be tuned out almost immediately. Marketers want to personalize their offers based on past purchases and preferences. Marketing must follow their customers rather than expecting their customers to follow them. They must truly customize their communications to customers’ specific needs. In InfoTrends’ *Capturing the Cross-Media Direct Marketing Opportunity* study, marketers were asked about levels of personalization they were utilizing. More than 60% of respondents were conducting personalized 1:1 marketing or one-to-few marketing (see figure 2).

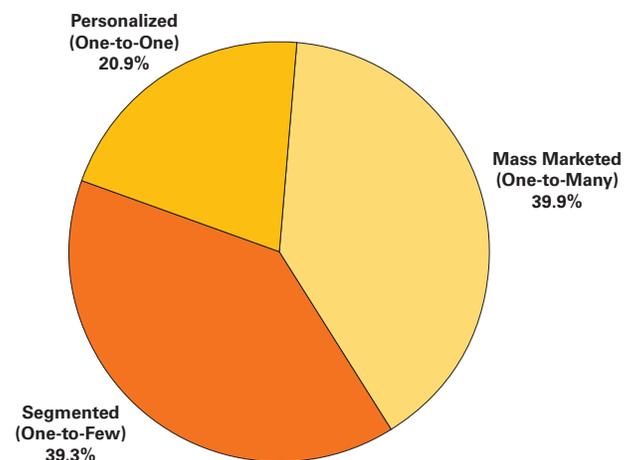
**Figure 1:** How many different types of media does your company use for a typical direct marketing campaign?



N = 518 Marketing Respondents

Source: *Capturing the Cross-Media Direct Marketing Opportunity* InfoTrends 2010

**Figure 2:** What percentage of your marketing campaigns are personalized as follows?



N = 518 Marketing Respondents

Source: *Capturing the Cross-Media Direct Marketing Opportunity* InfoTrends 2010

## Keeping Your Most Valued Customers (continued)

### It's about Engagement

When people interact with you, they remember you and develop an affinity with your brand. If you send a direct mail piece, you want consumers to interact with it. This interaction might occur by visiting a personalized URL, scanning a QR code, or clicking through links in an e-newsletter. Ultimately, the form of interaction doesn't matter... but you want consumers to do something.

### Measurement is Key

Because audiences are so fragmented, you must track what's working and what's not. Marketers who do not track their results risk throwing money away without even realizing it. While we think of big brand marketers as being tracking experts, this is not always the case. They can have a lot of holes in their strategies. Additionally, monitoring and measurement can actually be foreign concepts for smaller companies. The more information you can

provide about loyalty campaign effectiveness, the more valuable you can be as a marketing partner.

### The Bottom Line

Both you and your customers are seeking repeat business as well as good ratings, reviews, or testimonials. Loyalty building is a process, a program, or a group of programs that is geared toward keeping a client happy so he or she will come back for more. Given the focus on loyalty in today's competitive environment, this is an opportunity for you!

Visit [www.OceWowFactor.com](http://www.OceWowFactor.com)

Multiple channel communications are essential to building lasting relationships with your customers.

Download the InfoTrends White Paper: *Cross-Media Services... Beyond Personalization.*



### Darwill: Communications that Connect

In 1951, William Van Dyke Sr. formed Darwill in Chicago to imprint signs for Florsheim Shoes retail stores. Since those early days, the firm has become a national leader in print and cross-media communications. It has developed new products and services that leverage technology and the Internet, streamlined manufacturing processes to become the most efficient provider, and invested its resources in high-quality customer service. The company was an early investor in digital color and made the decision to focus its energies on high-quality ROI-driven direct mail. Most recently, it added high-speed inkjet capabilities with the addition of an Océ ColorStream 3500.

Darwill has repositioned itself to be a firm that provides "Communications that Connect." According to Director of Sales Mark Pageau, "It is our objective to take cold and impersonal data and transform it into personal, effective communications that speak to people. We use our experience and capabilities in printed direct mail, e-mail, personalized URLs, mobile, and communication strategies to execute campaigns, and then analyze the results to direct future initiatives with our clients."

The company has taken a focused approach to the market and serves non-profits and associations, educational institutions, consulting firms, and agencies. Pageau notes, "We provide a complete spectrum of services to our clients from marketing consultation to execution. By taking a targeted approach to the market, we build strong expertise in specific markets and become consultants to our customer base."

Darwill has had great success in the non-profit market. Pageau explains, "Non-profit organizations are typically understaffed. They don't have time to work across multiple vendors for delivery of an integrated campaign. One-stop shopping is critical."

One of Darwill's key clients is The Art Institute of Chicago (AIC). The AIC's primary goals are to retain current members and increase their donation levels, while also attracting new members. The AIC's member packets are fairly involved, with more than 20 different segments delivered to 120,000 members throughout the year. AIC was manually processing membership kit fulfillment in-house and was seeking an outsourcing partner that could maintain the same level of customization and quality control. AIC outsourced the production of its membership kits to Darwill.

Darwill delivered the kits and more. "Our Darwill account representative had all the answers and explained exactly how the program would work down to the smallest details," states Missy Shinall, Associate Director of Member Experience at AIC.

Darwill worked with AIC to leverage not just print, but online communications that drive donations while reducing postage costs. Printed membership materials include a personalized URL that directs recipients to a website to join or renew memberships. The microsite offers the opportunity to capture e-mail addresses so that future renewal notices can be sent electronically. According to Pageau, "The ability to move the renewals online meant significant postal savings for AIC. If there was no response to the initial e-mail, we could then send a printed reminder."

With Darwill as a partner, AIC has the convenience of a single source provider combined with the expertise to continually improve the process and save on program costs and time. Darwill has clearly delivered on its promise of "Communications that Connect."

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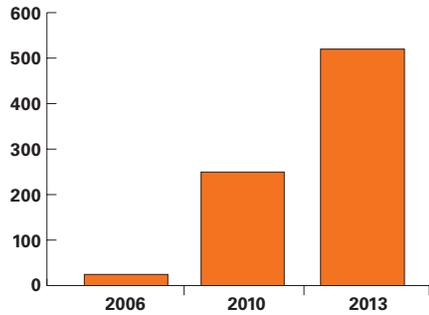
View the *Building a Loyal Customer Base* webinar and download the webinar presentation.



## The Opportunity in High-Speed Color Inkjet

Almost every show these days is labeled *the* inkjet show, and there are now so many color continuous feed inkjet printers on the market that it is difficult to keep track. An ever-increasing range of suppliers are battling for a piece of this rapidly-growing market. Installations increased from about 20 engines in 2006 to more than 200 in 2010. By the end of 2013, the number of installations is expected to be more than double those of 2010.

**Figure 1:**  
Global color  
continuous  
feed engine  
installations,  
2006–2013



With their high productivity, a compelling cost of operation, and quality levels that greatly exceed what was previously available from high-speed inkjet systems, today's color inkjet systems are creating new market opportunities. They also produce much higher volumes than other types of digital color printers.

By 2015, InfoTrends anticipates that color inkjet will account for about 40% of digital color pages. In fact, color inkjet printing is the fastest-growing sector in the printing industry.

The shift toward high-speed inkjet color can be partially attributed to print technology advances that allow high-speed color printing, combined with strong cost metrics. It is important to find the right applications that match the capabilities of today's technologies. It is also important to understand the evolution of the technology and what applications will be addressed by the next generation of devices. To obtain a better idea of the impact that these systems are having on the market, InfoTrends published a new multi-client study entitled *The High-Speed Continuous-Feed Color Inkjet Opportunity: Global Insights from Leading Customers*. This research includes interviews with 52 sites using this equipment in 15 countries around the world. The information gathered provides a unique insight into the opportunities and challenges within in this rapidly-growing segment of the market.

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From Transaction and TransPromo to Newspapers, Books, and Direct Mail, PSPs around the world are transitioning to digital solutions. Learn More!

Download the InfoTrends White Paper:  
*The Opportunity in High-Speed Color Inkjet*.



Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

Put **WOW!** to work for you today! Visit [OceProductionPrinting.com](http://OceProductionPrinting.com)



### Questions?

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