

Automotive manufacturer

Client profile

A U.S. – based auto manufacturer produces a wide portfolio of cars and trucks.

CASE STUDY



Objective

Capturing the names of prospects was easy; fulfilling requests for makes and models was not. Previously, the auto manufacturer used a pick-and-pack operation to provide collateral. This type of operation included pre-printed cut sheets and brochures that were matched against the names of prospects to nearby dealerships, and then inserted into an envelope by hand. The whole process operated in batch mode and often encountered delays due to materials that were out of stock. Fulfilling requests could be a four- to six-week process, which resulted in response conversion rates that were very low. An assessment concluded that the entire effort needed an overhaul.

PBMS solution

Pitney Bowes responded with a new and streamlined workflow that featured faster turnaround, on-demand variable color print production of vehicle information – including the specific color desired by the prospect – and a highly automated mail finishing process.

Results

Faster turnaround – The time from initial inquiry by the prospect at events to the mailing of a fully tailored mail piece dropped to a day.

Unparalleled customization – Instead of pre-printing, warehousing, and selecting from an immense array of cut sheets and brochures, virtually every data element and visual image – down to a specific color, make and model car became instantly available in personalized brochures for delivery to prospects.

Lower costs – With no advance printing, warehousing and pick-and-pack labor costs, customized mail pieces became less expensive to produce and deliver. There were no out-of-stock materials or delays in fulfillment; no risk of human error in assembling the package, and no obsolete printed materials at the end of the model year.

Greater response – Each mail piece was also personalized to the individual recipient, including references to the events they attended and the location of the nearest dealer.

The auto manufacturer reported that customer traffic surged at the participating dealerships by an average of 30 percent.

Benefits of highly targeted marketing content

- Higher response rates
- Personalized content relevant to customers
- Lower costs through adoption of variable Print on Demand
- Shorter turn-around from several days to one day

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