



Reimagining Transaction Printing

for Printers, Designers and their Customers

Tuesday December 14, 2021

BlueCrest

Optimize client success across all transactional communications processes, end-to-end



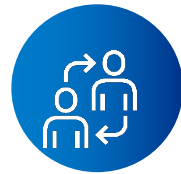
Over **1500** employees worldwide, of which 2/3 are certified technicians



Over **2000** patents developed

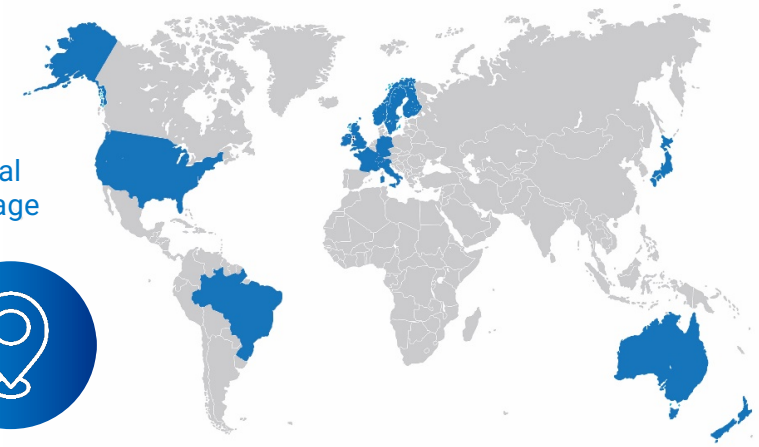


Over **\$480M+** revenue in 2020



Long term client relationships: **30+** years

Global coverage



The world's most comprehensive line of document production technology: software, inkjet printers, mail inserters, and parcel solutions



Our inkjet clients print over 13.5B annual impressions



Over 5000 mail inserters installed across the globe



Over 600 mail sorters, many with national posts



Process security & integrity software



IIOT connected



Elizabeth Gooding
Inkjet Insight

Get the most from
your time with us!

**SEND US YOUR QUESTIONS
DURING THE WEBINAR**

- **Question control is in the lower left corner**
- We may answer during the presentation
- There is a Q&A at the end
- Video and audio archive will be uploaded later today along with PDF of slides

#inkjetexplainers

Self-Imposed Challenges to Overcome



technical, regulatory,
postal and fiscal ones!

Billers and Brands

- Don't ask customer what they want or need
- Offer customers limited choices (or none)
- Rarely update formats, messaging or systems
- Copy what a competitor does
- May not understand supplier capabilities

Designers

- Few interested in printed customer comms
- May not have access to key stakeholders
- May not understand gating technology
- May not understand the big picture

Printing Companies & In Plant Operations

- Often don't challenge customers assumptions
- Need to balance choice with factory controls
- Miss opportunities to add value and create sticky relationships
- Let themselves be perceived as a commodity



Forests and Trees. Dollars and Pennies.

Let's spend time and money on the *right stuff*

- Reducing envelopes versus reducing pages
- Eliminating manual processes
- Reducing call volumes
- Value of (clean) data versus volume of data
- Talking to customers instead of stalking customers

“Data lakes have turned into puddles and swamps, leaving the business without the significant value or insights despite heavy funding and effort.”

- Mike Lempner, customer intelligence practice executive at Infnitive.

“...half of marketing leaders agree that pursuing a 360-degree view of the customer (also known as a “unified view” or “single view” of the customer) isn't worth the investment.”

- Lizzy Foo Kune, vice president and analyst at Gartner

Causation ≠ Correlation

job to be done *noun*: the progress a customer is trying to make in a particular circumstance. **Harvard Business Review**

1

Jobs aren't just tasks—they involve *experiences*.

2

Circumstances are more important than customer characteristics.

3

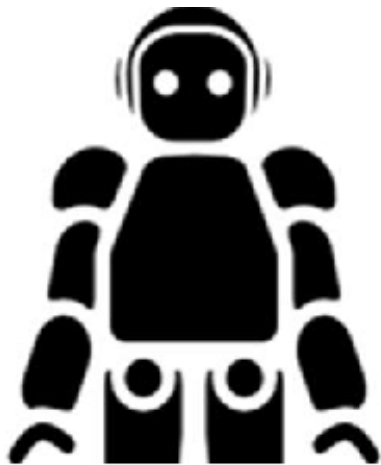
Good innovations solve problems that had poor solutions—or none at all.

4

Jobs have powerful social and emotional dimensions.

Reimagining Service Models

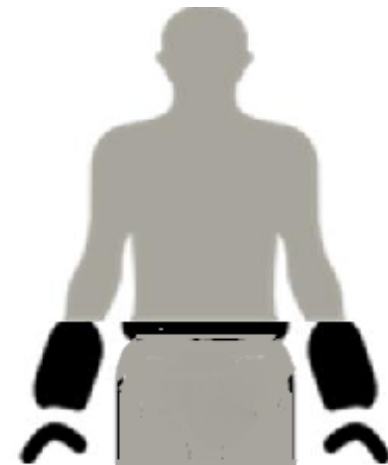
Focus on providing multiple paths to completing “jobs” and accomplishing goals **rather than trying to predict the path that will be followed.**



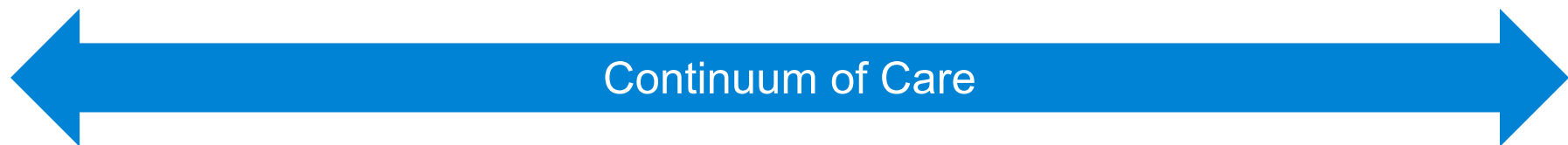
"Do this for me"



"Help me do this"



"I can do this"



Principal Financial

Helping investors to “self-identify” their preferences.
15 years ago!

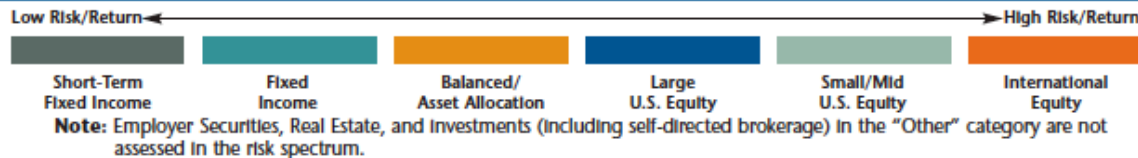
ANNUAL STATEMENT

January 1, 2006 - December 31, 2006

ABC Company
Retirement Plan

Contract Number: 987654321
Identification Number: XXXXX7812

How is the account balance invested?



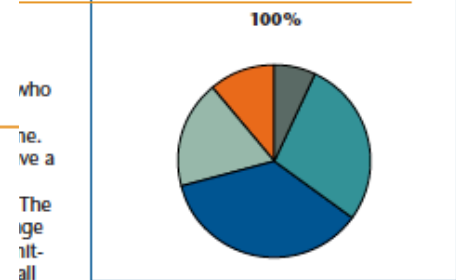
Current asset mix of account balance

Balance	% Assets
\$2,350.00	4%
12,206.61	22
0.00	0
41,388.85	74
0.00	0
0.00	0

Asset Class
Short-term Fixed Income
Fixed Income
Balanced/Asset Allocation
Large US Equity
Small/Mid US Equity
International Equity

Model asset mix for someone in your age group

% Assets
7%
28
0
36
18
11



Do you need help determining how your pie should be divided?

The right asset mix for you should be based on your time horizon to retirement and your risk tolerance. Are you comfortable deciding this yourself or do you want assistance?

Consider your investing style and take action.

Are you a “Do It For Me” investor?

Go to www.principal.com/doitforme or call 800-574-7754 and select one of these two options:

- Switch your account to a Principal LifeTime portfolio based on your retirement date. Investment experts handle your asset mix for you.
- Sign up for the Principal Managed Account Program™ which will provide personalized investment advice from Ibbotson Associates. There is a fee for this service.

Are you a “Do It Myself” investor?

Go to www.principal.com/profilequiz to complete your risk profile and consider changes to your asset mix.

How your pie should be divided?

on your time horizon to retirement and your this yourself or do you want assistance?

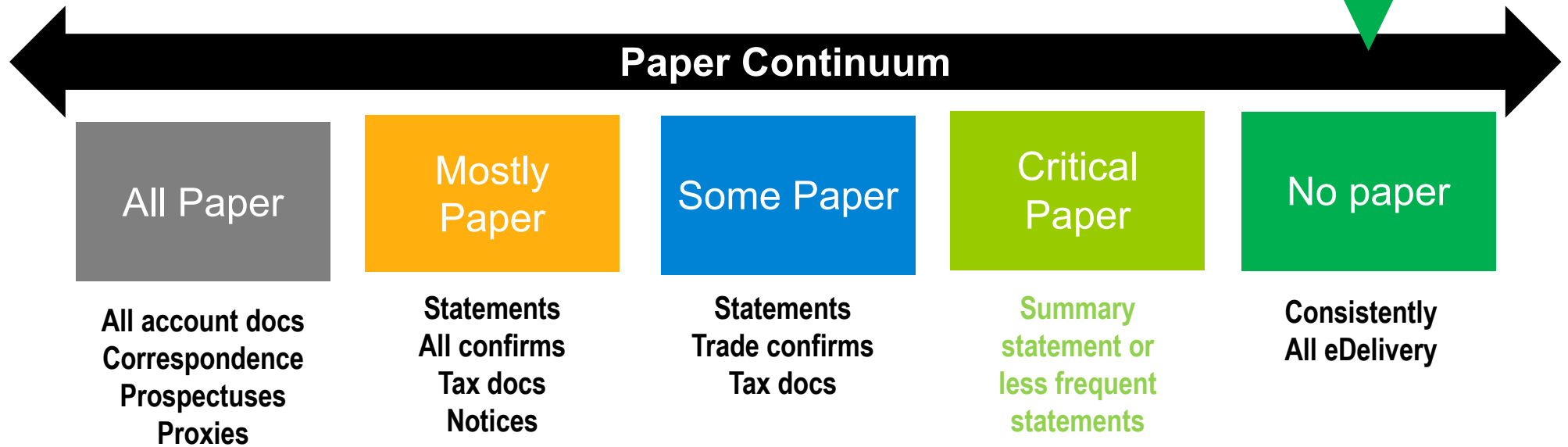
Are you a “Do It Myself” investor?

Go to www.principal.com/profilequiz to complete your risk profile and consider changes to your asset mix.

handle your asset mix for you.

- Sign up for the Principal Managed Account Program™ which will provide personalized investment advice from Ibbotson Associates. There is a fee for this service.

Offer more choices than “go paperless”



Tools that allow customers to express preferences and tailor customer experience are valuable

Tailoring the customer communications experience

- Combining accounts together
- How much data to share
- How to pay bills
- Whether to accept cross-marketing
- Preferred language for communication

- **Statements/bill organization**
 - Certain investors primarily use summaries – “front pagers”
 - Others go directly to detail “back pagers”
- **“Back pagers” have strong preferences on sorting and grouping**
 - 50/50 between sorting transactions by date and sorting by transaction type (and date within transaction type) Some request both
- **Preferences for “value-add” content vary**
 - credit score, investment performance, income projections, usage comparisons, charts versus tables



Understanding Different Jobs for eStatements

Support “Archivers” and “Analyzers” – Static and Dynamic Statements

Archivers

- view the eStatement as “proof” of their account value at a particular time. If they turn off print they still want it to “look like print”

Analyzers

Interested in a more dynamic statement experience with custom time periods and “drill-down” capabilities

eStatements and invoices are about more than turning off paper

What does this mean for designers

Designing customer communications **frameworks**

Good News! More Work!

- Large, profitable projects
- High value and high visibility
- Ability to work with more groups
- Potential ongoing campaign or messaging design

Bad News. More Work 😞

- Work across stakeholder groups
- More strategic planning needed
- More technical knowledge needed
- Understand supplier capabilities



Designing Form & Function

Understanding Use Cases and Opportunities

Less print or more print or some of both?

Use Cases - Imagining Scenarios

- New Customers - **reducing calls**
- Customer actions or triggers
- Self-selected options

Opportunities

- Encourage customer behavior
- Drive to lower cost channels
- Reduce pages/envelopes
- Make onboarding easier



Ethias insurance
welcome magazine



- 62% of new customers read it
- 54% said they would contact the office
- New customers requesting an additional quote increased from 8.6% to **20%**
- New customers taking an additional insurance policy **more than tripled**, from just 1.4% to 4.7%.

What about the brands & billers?

**What do the printer's
customers want?**



Brand/Corporate Challenges

Save Money

Often chasing pennies while ignoring dollars

- Reduce print
- Reduce postage costs
- Avoid duplicate mailings
- Reduce call volumes
- Encourage self-service

Retain Clients

Need to know who customers are

- Grow value and loyalty
- Cross sell products or encourage service use
- Avoid complaints
- Reduce churn

Agility

Calling it "Agile" doesn't make it agile

- Fast onboarding with new supplier
- Rapid supplier response to requested changes
- Internally challenged on content and integration

Easy Button

Coordinate internal & external teams & technology

- Coordination across channels/touchpoints
- Balance marketing, IT operations, compliance,
- Design/develop for efficient print, e-delivery, archiving

Risk Mitigation

Often shifting risk to suppliers

- Opt-in compliance
- Data breaches
- Regulatory deadlines

Highly challenged to **systematically** manage customer communications

” We can’t keep up with the work we have now. How are we ever going to meet new customer demands?”

- Your typical large print client

Your clients need your help, but they probably won’t ask for it.

Help Solve Brand/Corporate Challenges

Save Money

Do the analysis for them

- “What if” on different options
- Educate on possibilities and potential
- Help them understand how to get there
- Spend money on the right stuff

Retain Clients

See the big picture

- Look at “jobs to be done”
- Recognize customers
- Enable variable messaging
- Coordinate with Direct Marketing efforts
- Use all the tools available - pages, envelopes, interactivity

Agility

Integrate client in the process

- Emphasize design process & frameworks
- Leverage rapid onboarding tools
- 86 Email as your management tool
- Provide content management

Easy Button

Coordinate internal & external teams & technology

- Take an active role in planning & design
- Understand channels/touchpoints even if you don’t manage them
- Provide templates as well as custom code
- Improve visibility

Risk Mitigation

Active Risk Management

- Maintain expertise on regulations
- Manage your own data security and **enforce customer rules**
- Educate customers on risks you see
- Get certified
- Invest in insurance.**

Create the foundation to systematically manage customer communications

Why should printing companies do anything differently?

- New competitors
- Rising postal costs
- Falling print volumes
- Changes in data privacy regulations
- Labor shortages
- Retain and grow customer relationships

Because
they CAN.

Expand Your Definition of “Transaction Print”

Almost Anything that goes to the customer

Not just print

- Printed and mailed
- eDelivered
- eNotify and retrieve
- Inbound/scanned to customer portal

Plus all the tactical and strategic consulting services that drive value

Not just bills and statements

- Welcome kits / instructions
- Policies
- Prospectus
- Forms
- Correspondence and Notices
- Service fulfillment items (ID cards, checks)
- Workbooks and customer magazines
- **Direct marketing**
- Preference management systems
- Customer communication “vaults”

High Value Service Opportunities

- Document Design
- Correspondence Simplification
- Messaging Strategy
- Preference Management Strategy
- Strategic Archive Analysis
- Usability Testing and Customer research
- System Testing design/support



“Easy Button” Services to help clients save money and improve customer satisfaction

Develop models to assist with:

- Propensity to adopt eDelivery
- Postal optimization analysis
- Archive strategy
- Preference management strategy

Tools of the Trade



People Process Technology

Surround technology with services to deliver that “easy button” experience to customers

Inkjet

Intelligent Inserting

Envelope printing and/or building

Finishing and Embellishing

Composition

Postal management and tracking

Preference & Identity Management

eDelivery, Archiving, Portals and Vaults

Customer Dashboard

Interactive Testing

Interactive content management

Web-to-Print Fulfillment Management

Market Opportunities



Printed Communications

- Educate clients on tradeoffs
- Create more flexible templates
- Provide responsive tools
- Support flexible cost centers
- Improve testing capabilities
- Enhance preference management systems/options

- Efficient enrollment, consent
- Advanced Preference Management
- Integration between print & online options
- Expand archive timelines
- Create true portals

Non-Printed Communications

Enabling Services

- Education customers on progressive strategies
- Preference and ID Management Systems/Integration
- Postal optimization
- KPI measurement & reporting
 - Preference capture
 - Paper progression
 - Postal optimization

Design.
Develop.
Enhance.
Repeat.

Evaluate. Optimize. Grow.

What do you wish
your customer
communications
were like?



Questions?

Inkjet Insight provides valuable tools and resources to help companies objectively **evaluate** the potential of inkjet for their business, **optimize** their operations and **grow** their businesses using production inkjet.

Our Message to Printers, OEMs and the Industry at Large
Evaluate. Optimize. Grow.
Repeat





Thank you



BLUECREST

For more information please contact:

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Thank you for your time and attention.

We look forward to the opportunity to help you reach new customers through valuable technical and educational content and to grow your business through market analysis and expert media qualification support.