

The 1:1 Experience

Strategic Multichannel Marketing Service

What is the 1:1 Experience?

The 1:1 Experience™ is a service offering from Fuji Xerox to enable companies to create a personal connection with customers, using proven cross-media 1to1 marketing strategies, techniques and solutions.

Today's world of marketing is fast paced and the number of channels is multiplying, making it hard to keep customers focused. Cross-Media 1to1 Marketing campaigns allow you to connect with your customers through consistent messaging that is relevant to each recipient in content, presentation and timeliness using the appropriate media, be it variable print, web, SMS, emails or social media.

Our world renowned team of experts with years of experience in 1to1 marketing deployment accompanies you through the development of campaigns and marketing programmes that make the best use of your customer data. Each cross-media 1to1 marketing campaign is deployed ensuring that strategy prevails and precedes the choice of delivery channels, whilst integrated data collection and thorough measurement ensure the efficiency and viability of the marketing programme.

The 1:1 Experience Service can be used to incubate and test campaigns or deploy a full cross-media 1to1 marketing programme, while limiting the risk of failure and protecting your marketing investment.



Scope of the Service Offering



Identify	Concept/Strategy	Creative	Programming	Execution	Reporting
<ul style="list-style-type: none"> • Program Selection • Challenges to resolve • Benefits for the company • Goals / KPIs • Capacity & area of measurement • Analysis of sample data • Stakeholder Mapping 	<ul style="list-style-type: none"> • Assessment • Analysis • Workshops • Development of integrated 1to1 cross-media strategy • Concept & idea development • Planning • Identification and development of assets • Definition of rules & conditions 	<ul style="list-style-type: none"> • Visual concept, Graphic design, Creation of DM, eDM, Personal URL (PURL) microsite • Copywriting & adaptation for each channel & customer interaction • Smartphone application 	<ul style="list-style-type: none"> • Definition & programming of business rules and conditions • Coding websites • Coding emails • Creation & generation of PURLs 	<ul style="list-style-type: none"> • Printing DM • Fulfillment • Distribution • Delivery of eDM • Delivery of SMS • Publishing of PURLs • Samples for stakeholders 	<ul style="list-style-type: none"> • Monitoring • Administration • Reports • Recommendation

At Fuji Xerox we understand the challenges that companies often face when embarking into a major project such as delivering a complete 1to1 customer cross-media experience. We have structured our service and team to assist you in every aspect of the project with a minimal drain on your company's resources.

We offer a turnkey service including project management and coordination as well as strategy development, data analysis, designing, programming, execution and reporting. To deliver such a wide scope of work we have dedicated teams based in

different countries such as Singapore, Australia, Japan and a group of certified partners who are an integral part of our team. We manage the process to minimise the disruption of your daily core business.

If you have an ad agency under contractual retainer and wish to involve them in the process, we can use their creative talent to maximise your investment. If not, we have our own talented team to create compelling design solutions, according to your company's corporate identity guidelines.

How does it work?

Data Analysis and Strategy Development

Our team of experts looks at the usable customer data available and analyses its potential. We identify the gaps to fill and determine which choice of channels would be more efficient to collect the valuable information needed to derive actionable insights.

The team will then evaluate important brief components such as: the program to develop, the challenges to overcome, establish goals to accomplish and define the KPIs to achieve in order to declare the program a success. Strategic meetings and workshops are organised with your core team to better understand your customer profiles and develop strategic relevancy.

Next, a strategy is developed based on the interests of your customers, range of the product offer and your company's corporate goals to maximise the impact of the marketing efforts.

Creative

We work closely with your team to understand your business requirements and engage with industry experts in developing and delivering the best-in-class creative services, programming and web design.

Production

Through the Fuji Xerox Global Premier Partner network, we are able to offer state-of-the-art variable print production facilities, producing fully personalised marketing materials in over 48 countries.

Campaign Management

Each project and campaign has a dedicated team of experts that have years of expertise in project management. They handle the communication and ensure the good deployment of the project and the management of the different parties involved. The XMPie technology used to deploy the integrated workflow enables a complete follow-up and tracking of the campaign in an automated way. As well, the campaign results are tracked live and can be reported on demand.

Technology

Fuji Xerox has partnered with XMPie, a wholly owned subsidiary of Xerox, for the integrated production of personalised cross-media marketing campaigns. With the use of the XMPie software, we are able to deploy effective personalised communications, keep the customer interaction integrated and provide immediate accurate reporting metrics or insights. The multi-channel capabilities and the integration of the workflow provide a unique view of the customer interaction regardless of the channel used to communicate or interact.















Benefits of Cross-Media 1to1 Marketing

Overall Benefits for a Corporation		
Relevancy	Up-selling and cross-selling	Multi-channels
<ul style="list-style-type: none">● Higher response● Higher conversion● Higher retention● Higher customer satisfaction● Better comprehension of information● Reduction of customer complaints	<ul style="list-style-type: none">● Increase in revenue● Greater wallet share of client● Increased efficiency● Integration of data● Reduced attrition● Increased ROI	<ul style="list-style-type: none">● Right channel for the right client● Precision of information & data collection● Progressive transition and adaptation● Rich customer experience● Customer behaviour profile

Our Expertise

The 1:1 Experience leverages key strategic alliances to create a network of technology and service providers. From data procurement, through creative production to campaign management, the 1:1 Experience provides the components for the delivery of complete cross-media marketing programmes.

Below is a small sample of the companies and main results that were achieved by the team:

 <p>Twins Campaign 18.7% response rate (mkt avg: 2-3%) 66% provided coordinates, mobile numbers and emails 50% of respondents are decision makers (CXO+MD+VP)</p>	 <p>Master Card Sears Roebuck Tripled loyalty program redemption rate Drastically reduced liability</p>
 <p>AIA Singapore New behaviour – Window on clients Update of customer profiles Up to 600% increase in conversion rate</p>	 <p>Staples 18% increase of customer spending 50% increase response rate 37% increase of profit</p>
 <p>Heritage Canada 500% increase in response 98% converted to automated investment 400% incremental customer lifetime value</p>	 <p>Conference Board of Canada Doubled response rate Better customer communication</p>
 <p>Volkswagon Belgium 15% response rate – 50% closing rate +1000% increase in response</p>	 <p>Readers Digest 49% increase in sales Increased customer spending and profit</p>
 <p>Ford USA Increase sales of extended service plan by 35%</p>	 <p>Tourism Maine USA 24% improvement in response 24% increase of revenue</p>
 <p>FSTQ Canada 300% increase in reactivation 17% Cost reduction in production 155% increase in automatic payment option</p>	 <p>Proximus (Telco) Drastic increase in redemption of gifts Increase in activation rate</p>
 <p>New York Mets Total group ticket sales increased by 80% Group sales revenue increased by 40.9%</p>	 <p>Miami University Surpassed KPI by >30% 1,466% increase in response Over 6,000% advantage with the data driven mailer</p>

Case studies in full detail and complete bios of the 1:1 Experience core team members are available at: www.1to1.com.sg

For further information, visit www.1to1.com.sg or email us at 1to1@sfp.fujixerox.com



For more information, contact your
Local Fuji Xerox Representative or visit us at:
Fuji Xerox Asia Pacific Pte Ltd
80 Anson Road, #37-00, Fuji Xerox Towers, Singapore 079907
Tel: (65) 6766 8888 Fax: (65) 6239 2804

<http://www.fxap.com.sg>