



## **Moving to the Next Generation in Transpromo Strategies: A Cost-Effective Approach to White Space Management**

### **Transpromo Today**

Statements, bills, regulatory notifications and confirmations are opportunities to present marketing offers intended to cross-sell and up-sell products and services. If you are able to dynamically manage the design of your transactional communication documents, it opens the door to interaction with your customers in a very personal and effective manner. With the right technology, injecting marketing messages and color into these documents impacts both top-line revenue and operational efficiency.

Facing aggressive competition and economic challenges, it makes sense to persistently engage customers at each opportunity. More than ever, Transpromo is an opportunity to introduce a personalized approach that clearly demonstrates to customers that you understand their needs and value their business.

At the operational level, Transpromo involves incorporating the customer information you have at your disposal and managing the white space on customer documents to include clear, relevant, targeted marketing messages and attractive color applications. Of course application redesign, or a return to the composition stage, provides a solution, but this is time and resource consuming, as well as disruptive to existing processes. System re-engineering however is prohibitively expensive and highly disruptive to existing processes.

For those reasons, cost-effective, timely changes (not to mention maintenance) of the white space on critical customer communications has been problematic until now. Companies often lack the resources, the ability, or the will to enhance legacy programs and mainframe-based applications and subsystems. Newer line of business projects frequently need tweaking when the time or personnel are not available to make the required composition engine changes. Consequently, upstream application updates and modifications are placed at the bottom of the "to-do" list or overlooked entirely. As a result, marketing imperatives take a back seat to the technological resourcing associated with application redesign. Time crunches also mean that re-composition is not a viable option. This is the "perfect storm" for a cost-effective white space management solution that enables the execution of a dynamic Transpromo strategy quickly and painlessly.

### **Defining the Next Generation in Transpromo**

In today's climate, application flexibility and a quick time-to-market are key. The time-consuming and expensive process involved in redesigning upstream applications and recomposing transactional customer documents is clearly not an option. Competitive organizations seek a painless and swift implementation that will allow them to achieve a rapid ROI. It is important that they be able to leverage existing systems and data while at the same time realizing the range of benefits offered by a successful Transpromo strategy. A smooth transition for legacy applications and quick payback period means that these organizations are able to cost-effectively leverage their customer data to positively impact customers spending patterns, operational efficiency and the revenue stream.

### **Introducing CrawfordTech's Transpromo Solutions**

Regardless of delivery channel - hardcopy or electronically delivered documents – CrawfordTech has eliminated the need for expensive and time-consuming upstream application reprogramming or re-composition of transactional customer communications. Our clients are able to rapidly leverage the existing white space within print streams from current and legacy applications, replacing it with targeted one:one marketing messages and adding color to B&W applications

The key components of CrawfordTech's Transpromo solutions are the award-winning PRO Document Enhancer and our robust PRO Workflow family. Implemented by our experienced Professional Services staff, CrawfordTech's Transpromo solutions rapidly provide that critical bridge between having to make changes to the legacy application and the reality of having to make swift, focused changes in realistic time frames and within tight budgets.

CrawfordTech's Transpromo solutions inexpensively streamline the execution of Transpromo strategies for our corporate, government and service bureau clients. We offer them the next generation in Transpromo: a rapid, cost-effective and dynamic method to deliver targeted messages and add color that impacts customer behavior, delivers top-line revenue and supports measurable increases in operational efficiency.

*Since 1995, Crawford Technologies' award-winning solutions have helped over 500 companies around the world reduce costs associated with communications processes by delivering mission-critical transactional communications to their customers in the format they need, when they need it. With CrawfordTech's range of unique software products and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output.*

*These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realizing high-value results as costs associated with document processes are minimized through automation., new opportunities for savings across critical communications are realized and they are able to react quickly to changes in regulations, policies, business requirements and technical infrastructure.*