



QR Express: Quick Time to Market, Rapid ROI

Rapidly and inexpensively place QR Codes® on bills, statements and other customer documents to better communicate with your best customers- with minimal IT involvement!

QR Express enables new Transpromo strategies without application redesign or a return to the composition stage. With **QR Express**, you can quickly, cost-effectively and dynamically take advantage of the bills, statements and other transactional customer communications you are already sending to battle competitive offers, promote a new service or deliver other vital information to your customers.

QR Express is quickly, easily and inexpensively implemented, unlike traditional Transpromo initiatives, which require sizeable budgets and long IT projects to get off the ground. As an optional, add on module to CrawfordTech's award-winning **Transpromo Express**, **QR Express** removes the most common barriers to re-engineering bills and statements to add QR codes. **QR Express** opens the way to making rapid, focused changes to the legacy applications in a matter of days with limited IT and resource investments. With **QR Express** you can get a market edge by quickly adding QR codes to meet competitive offers, promote new services and products, or even to encourage paperless billing.

With **QR Express**, flexibly and quickly market to customers in incredibly deep, relevant ways by directing them to meaningful and valuable offers and relevant information. Taking advantage of the proliferation of smart phones, **QR Express** drives customers to customized web pages that contain targeted content that you design to enable successful retention strategies and increase customer lifetime value.

- **QR Express** eliminates the need for expensive and time-consuming upstream application reprogramming or re-composition of transactional customer communications.
- **QR Express** provides an inexpensive method to reach out to customers on invoices, statements and other documents that are already being sent to them, therefore incurring minimal incremental costs.
- **QR Express** delivers a flexible and quick method for responding to market and competitive conditions by delivering targeted offers for new products and services.
- **QR Express** presents vital customer service information that engenders loyalty and saves valuable call center time.

QR Express rapidly delivers on revenues and profitability, making for a quick ROI and cost-effective, targeted Transpromo. Further cementing its leadership in delivering Transpromo solutions to the market, CrawfordTech's **QR Express** is a major step towards the next generation of Transpromo.

For More Information

Please visit <http://www.crawfordtech.com/products/qr-express> for more information on how CrawfordTech can assist you in quickly and inexpensively implementing **QR Express** on the bills, statements and other transactional customer communications you are already sending.

An QR code sample: scan this code with your smart phone to see how QR codes work.

You can get a QR code scanning application for free at your smart phone app store.

QR Code is a registered trademark of Denso Wave Incorporated.

