MULTICHANNEL TRANSACTIONAL COMMUNICATIONS
AN OPPORTUNITY TO ENHANCE EVERY CUSTOMER ENGAGEMENT
OPTIMISING TRANSACTIONAL COMMUNICATIONS, ENHANCING YOUR CUSTOMER RELATIONSHIPS.

The way you engage, manage and transact with your customers matters more than ever. From bills and statements to policies and correspondence, across print, mobile and online, transactional communications serve as vital touch points in shaping your customer relationships. They’re also a critical part of doing business – both a legal obligation and a commercial necessity – with a direct impact on your bottom line.
At RR Donnelley, we’ve made it our business to help organisations optimise the way their transactional communications are managed across every channel of engagement.

**OPTIMISE EFFICIENCY**
Streamlining the composition, production and delivery of transactional communications to deliver significant efficiency and cost savings.

**DATA INTEGRITY**
Securely managing data to ensure the highest levels of quality, accuracy, tracking and audit control.

**MAXIMISE IMPACT**
Leveraging our information design skills and experience to produce effective communications. Making the move to cost-effective high quality, high volume full colour print to maximise impact.

**ENABLE MULTICHANNEL COMMUNICATION**
Taking advantage of offline and online channels to seamlessly communicate with customers according to their preferences.

**LEVERAGE TRANSPROMO**
Taking advantage of transpromotional communications – embedding targeted and tailored marketing messages into bills and statements, whether offline or online, to engage customers, influence behaviour and improve response.

**IMPROVE RESPONSE**
Empowering our clients with the tools and management information to rapidly make changes to their transactional communications – significantly improving responsiveness and communication effectiveness.

We also recognise that delivering this transformation is a journey – it’s about knowing how to create your desired operating model and importantly, maximising the value delivered to your business at each stage.

Throughout, our aim is to enrich your relationship with customers, whilst reducing the operational risks and costs – exceeding your expectations and creating new possibilities.

A MARKET LEADER IN MULTICHANNEL TRANSACTIONAL COMMUNICATIONS
RR Donnelley provides outsourced communication and business services to organisations globally. We are a leading provider of transactional communications services - managing over 10 million communications per week on behalf of our clients. Leading brands rely on us to manage their transactional communications and drive continuous improvement. Uniquely, the scope and scale of our expertise, industry-leading technology and proven processes mean we’re ideally placed to drive transformation in the way you create, manage and leverage your transactional communications.
MEETING TOMORROW’S BUSINESS AND COMMUNICATION DEMANDS

To succeed in increasingly competitive markets, organisations are seeking to maximise the value of their customers and lower their operating costs. Effectively managed, transactional media provide a compelling way to achieve both.

Research shows transactional documents are the most opened and read communications received by people today:

✤ 95% of transactional communications are opened by the intended recipient.¹
✤ 98% of statements and bills are read before being discarded.²
✤ Consumers on average spend between 60 and 180 seconds reviewing a bill – and just 15 seconds reviewing a direct mail piece.³

Ensuring the accuracy, quality and on-time delivery of these transactional communications is critical. Get it wrong and the organisation fails not only in its legal duties, but with direct commercial consequences. In simple terms, if the right bill doesn’t go out at the right time, the business doesn’t get paid.

However, look beyond the transaction and these trusted communications provide a real opportunity for organisations to enhance and enrich the relationship with each and every customer.

MAKING THE LEAP TO MULTICHANNEL ENGAGEMENT

To add further complexity, customers increasingly expect to be engaged with using the channels of their choosing. From transactional mail to call centres, email to SMS, web to mobile apps, companies must overcome their own technical barriers and embrace a true multichannel strategy – without compromising the quality or speed of service to customers.

However, for many organisations, simply switching off traditional offline channels and adopting a pure online strategy may prove just as damaging to customers. Recent research revealed that 65% of customers who prefer paper bills and statements would consider defecting to a competitor, or would leave straight away, if a company removed that choice. And even 29% of customers who prefer to receive information in a digital format would move or consider moving if the option to receive paper statements was taken away from them.⁴

The fact is delivering genuine multichannel service across your customers’ preferred channels will be essential in the future. With RR Donnelley’s support, we can help accelerate and de-risk your approach to please your customers, whatever the channel.

AN OPPORTUNITY TO ENHANCE CUSTOMER ENGAGEMENT

Leading organisations are now using their transactional communications to address a number of key business challenges:

✤ Reducing the cost of servicing and transacting business with customers and, in particular, bringing the rising costs involved in creating, producing and distributing documents under control.
✤ Improving operational efficiency – streamlining key business processes to ensure the timely and accurate delivery of customer communications.
✤ Supporting multichannel engagement – shifting from print to online channels to enhance the customer experience and deliver cost savings.
✤ Building customer loyalty – enhancing the service provided to customers and making them feel valued.
✤ Increasing revenues – maximising up-sell and cross-sell opportunities at a time when response rates to traditional direct mail are falling.

CHANGE FOR THE BETTER

New technology advances mean today’s transactional communications are changing. Developments have allowed:

✤ Delivery across a wider variety of offline and online media – to meet different customer preferences.
乱象 GREATER FLEXIBILITY IN PAGE FORMATS.
乱象 COST-EFFECTIVE HIGH QUALITY FULL COLOUR PRINTING.
乱象 THE EMBEDDING OF HIGHLY TARGETED AND PERSONALISED TRANSPROMO MESSAGES.

Taking advantage of these developments whilst minimising the operational risk requires the right expertise, technology platforms and business processes. It’s the reason more and more organisations are outsourcing responsibility for the management of their transactional communications to RR Donnelley.

THE CHALLENGES

Reducing the cost of servicing and transacting business with your customers needn’t be at the expense of your customer relationships. Are you ready to rise to the challenge?

3 Source: LMR Marketing UK
4 Source: Research by Brahm, GFK FRS and Quadrangle on behalf of the Royal Mail, 2010
By outsourcing to RR Donnelley, you’re choosing a service partner that’s firmly committed to maximising the value of transactional communications to your business. We provide an unrivalled breadth and depth of skills and expertise to support your needs, whatever the scale or complexity.

We recognise that every organisation has different requirements for their customer communications. With this in mind, we offer a flexible approach that stays firmly in tune with your business needs – now and as they change in the future.

As an industry leader, we have vast experience of handling all transactional communication types – across all channels – from standard letters, welcome packs and ad-hoc mailings to the production of complex bills using graphics, images and interactive media, variable messages and selective pageserts and inserts.

We also bring to bear our skills and expertise in inbound communications – as a leading provider of payment processing, correspondence processing and response handling, plus scanning, archiving and retrieval services.

It enables us to see the big picture and think strategically about how your transactional communications can be refined to close the loop, driving efficiencies and effectiveness in the way your inbound communications are managed.

HOW WE CAN HELP

Whether it’s designing and streamlining the way your transactional communications are created, making transpromo work for your business, optimising production or enabling seamless multichannel delivery, RR Donnelley will help you reap the benefits.
MANAGING THE FULL LIFECYCLE OF YOUR TRANSACTIONAL COMMUNICATIONS

Optimising design
- Leveraging our skills and experience in designing effective transactional communications.
- From linguistics, tone of voice, consumer psychology and creative services we have a deep understanding of the science and the art of compelling communications.

Streamlining composition
- Applying best practices, lean manufacturing principles and advanced technologies to streamline and automate the assembly of documents – improving productivity, increasing accuracy and ensuring delivery on-time, every time.
- Leveraging leading-edge technology to give you the opportunity to create and manage all communications content – irrespective of the delivery channel.
- Securely receiving raw data or print ready files from our clients’ systems – whether legacy or new world.
- Creating transactional communications in such a way that allows future changes to be made as simply as possible – saving time and costs throughout the life of the document.
- Supporting your move to transpromo:
  - Making the integration of marketing messages into your transactional communications, whether in print or digital format, a viable and cost-effective proposition – reducing the need for standalone direct marketing communications.
  - Leveraging customer data to tailor and target messages whilst using full colour variable print to maximise response – influencing behaviour and increasing up-sell and cross-sell opportunities.
  - Incorporating innovations, such as quick response codes and Personalised URLs, to deliver personalised offers and interactive features, creating richer, more engaging communications.
  - Redesigning documents to achieve the most effective transpromotional document – optimising white space management.
  - Empowering your users with the web based tools to control and update messages – reducing time to market.

Enabling multichannel delivery
- Allowing a customer-centric approach that seamlessly supports and strengthens your relationships across all delivery channels.
- Empowering different customer segments to select whichever delivery channel they choose – to drive greater satisfaction and loyalty.
- Enabling you to exploit new online channels: whether it’s ePresentment, enabling correspondence to be securely viewed online; encrypting documents for email distribution; or eNotifications, such as sending SMS to let customers know when documents are ready to view online.
- Reducing your dependency on paper based communication – de-risking your move to eServices and delivering cost savings.

Optimising production
- Taking advantage of the very latest developments in transactional print technology to enable the broadest choice of colour and format options, including cost-effective high volume, high quality full colour production.
- Delivering significant cost savings through our economies of scale, centralised production, bulk purchasing, VAT mitigation and optimised mail-sort discounts.

INBOUND

OUTBOUND

BUSINESS PROCESSES

MARKETING COMMUNICATIONS

CREATIVE SERVICES

TRANSACTIONAL COMMUNICATIONS

TARGET CUSTOMER

THE ENTERPRISE COMMUNICATIONS MANAGEMENT MODEL (ECoM®)

DELIVERING AN INTEGRATED END-TO-END APPROACH
RR Donnelley’s communication management services form part of our Enterprise Communications Management (ECoM) model.
Our services are intelligently linked to help organisations reap maximum benefit by extending their engagement with our company. For instance, by integrating your outbound and inbound communications, we can ‘close the loop’, gaining intelligence from customer responses to refine and inform future communications – driving further cost-efficiencies and business value.
MITIGATING RISK,
MAXIMISING THE BENEFITS
RR Donnelley’s focus is on driving transformation in the way you communicate and engage with your customers. From optimising operational efficiency through the intelligent application of people, processes and technology, to giving you the freedom to increase the relevance and quality of your engagement with customers, we’ll ensure your business is better positioned for the future.

MAKING IT HAPPEN
We work closely with your business to establish a transactional communications strategy in line with your business objectives. Our consultancy-led approach is used to identify the target operating model that will best meet your needs – and will deliver the desired functionality and capability required by your business.

We will then seamlessly transition responsibility for delivery of your transactional services to RR Donnelley – TUPE-ing staff across, mitigating the risks, maximising the benefits and ensuring business continuity throughout.

A PROVEN PLATFORM FOR DELIVERING EXCELLENCE
RR Donnelley has established one of the most advanced technology platforms in the transactional communications market including:
- Best of breed document composition technology and state-of-the-art data manipulation tools.
- Data centres running powerful IBM Z10 mainframes to offer robust processing power and scale.
- Cutting-edge print production technology: we have recently invested multi-million pounds in market-leading colour digital print technology.
- Web-based tools that empower business users with the ability to define, add and control transpromo messages for far greater agility.
- Comprehensive disaster recovery provision via our multi-site approach with key production facilities across Europe – and a standby facility with independent processing and production capabilities, ready to be activated in the event of a disaster.

MAKING IT POSSIBLE
At RR Donnelley we combine one of the most advanced technology platforms with industry leading skills, best practice and know-how to help our clients realise maximum benefit from their transactional communications.
It means we have the capability, scale and processing power to meet the most demanding requirements. Essentially, we’ve made the investment so you don’t have to.

**DOCUMENT DESIGN AND COMPOSITION FOR TRUE CUSTOMER-CENTRIC COMMUNICATIONS**

We believe document design and composition should sit at the heart of any transactional communications solution. It should be the place where all outbound communication content is created and managed – irrespective of the delivery channel. By doing so, it guarantees consistency in brand, style and tone of voice – and when combined with the choice of delivery channels, enables you to provide true customer centric communications.

In addition, we recognise that flexibility and speed to market matters. That’s why, we’ve created a set of unique online tools that enable your business users to seamlessly embed targeted and tailored transpromo messages into your communications, optimised according to the customer’s preferred delivery channel.

**ENSURING QUALITY, ACCURACY AND ON-TIME DELIVERY – EVERY TIME**

Our focus is on automating key processes across the communications lifecycle, whilst ensuring strict controls are in place, through the use of factory production techniques.

We use an innovative Automated Document Factory (ADF) and Job Control Management System (JCMS) that enables full end-to-end tracking of each individual mail piece and batch-level job, along with comprehensive management information for accountability and governance. The ADF system offers a huge leap in quality control – virtually guaranteeing document integrity and avoiding production errors that can breach customer privacy. It also minimises the risk of double enclosures, missed or duplicate communications, and offers automated reprint generation, insert and mail piece reconciliation – reducing the costs associated with errors and the need for human intervention. Significantly, it avoids any damage to your customer relationships and your reputation.

Clients can also use our InfoCentre web portal to track files from receipt, through processing and production to final despatch – everything you need for your peace of mind.

We have also developed PostOpt, a software solution to optimise your postal data files for both Royal Mail retail and wholesale downstream access postal services. Essentially, PostOpt reduces the postage cost per item by allowing the input file to be sorted according to the requirements of your accredited postal service provider. Clients benefit from substantial cost efficiencies, multi-platform file handling, quality controls and management information.

**SECURE STORAGE AND RETRIEVAL – OF EVERY COMMUNICATION**

To help streamline business processes further, RR Donnelley provides a secure document storage and retrieval solution for any communication. For example, call centre agents can securely access communications in the archive to resolve customer queries more efficiently. Importantly, it also enables compliance with Sarbanes-Oxley, FSA and other legal and regulatory obligations.

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THE DIFFERENCE IS RR DONNELLEY:
EXCEED EXPECTATIONS, CREATE
NEW POSSIBILITIES
RR Donnelley is one of the largest
players in the transactional
communications industry with the
capacity to print in excess of four billion
A4 images and mail over two billion
envelopes each year.

As a result, we have the unrivalled
experience and technology platform to
drive transformation in your transac-
tional communications. It’s the reason
we’re trusted by organisations to deliver
day-in, day-out – and viewed as a safe
pair of hands.

Today we have over 40 clients with
extensive expertise in a wide variety
of sectors, including financial services,
telecommunications and utilities
markets. The scope and scale of our
operations means we inject over 10% of
the business mail into the UK postal
system, worth in excess of £200m per
year. It’s made us one of the largest
business customers of Royal Mail.

DRIVING INNOVATION
Recently, we have invested over £20m
in the UK alone to enhance our
transactional communications platform
– an investment that is set
to continue. Our aim is to help our
clients harness this investment to
maximise the benefits of production
advances, transpromo capabilities
and multichannel strategies.

We pride ourselves on having
brought to market many innovations
including cheques on statements,
A4 statements and targeted messaging.
What’s more we’re helping companies
to embrace new and emerging channels
to offer greater choice to customers
in the way they communicate with
them – all as part of an integrated
multichannel approach.

From the inclusion of personalised
URLs on communications to take
customers through to personalised web
pages featuring targeted and tailored
offers to the inclusion of quick response
codes that can be scanned using smart
phones to access interactive, relevant
and engaging content via their mobile
device. To ensure we stay ahead,
we have the largest transactional
development team in Europe.

WE KNOW THAT YOUR DATA MATTERS
Few service providers rival our under-
standing of data – and the critical
role it plays within your transactional
communications. We’re able to take
secure data feeds from both legacy
and modern systems – as standard.
We also have the expertise to mine
your CRM data to help segment your
customers paving the way for the
better targeting of new offers via
transpromo activity.

Throughout we ensure stringent
controls are in place to protect your
data, to the extent we’re regularly
audited and penetration tested by
clients. We are PCI compliant for key
elements of our processes and are
fully compliant with data protection
legislation. We’re also fully compliant
with data protection legislation and
PCI-compliance standards for
data handling.

CLOSING THE LOOP
RR Donnelley uniquely recognises that
transactional communications are just
one part of the customer engagement
cycle. The way customers respond
and interact with your organisation
following receipt of a bill, a statement
or a regulatory message brings its own
challenges and costs.

That’s why we think intelligently
about how your outbound
communications can be designed to
enable effective and efficient inbound
response handling. It could be
introducing bar codes to vouchers and
coupons included with statements so
that that instead of data having to be
keyed when people respond, the
barcodes can be scanned to capture
data and trigger a new workflow. It may
be taking advantage of a quick response
code on a bill to drive response. Or it
might be targeting transpromo
messages to reduce bill-shock and
potential calls to the call centre through
greater self-service.

IT’S A JOURNEY
At RR Donnelley, we recognise that
transformation of your transactional
services is a journey. We know how to
deliver your desired operating model
and even more importantly how to
ensure that maximum value is delivered
at each stage. In addition, we under-
stand the potential pitfalls and how
these can be avoided and mitigated.
One of our core principles is providing
you with choice – now and as the needs
of you and your customers change in
the future.

WHY CHOOSE
RR DONNELLEY
We go above and beyond to help deliver success for
our clients. Innovation and a relentless commitment
to continuous improvement come as standard.
CASE STUDY

“Over the years RR Donnelley has demonstrated a unique, innovative and fresh approach to delivering a complex multichannel solution. The new model will continue to take the bank on a transformational journey to integrate its inbound and outbound communications cycle, and to improve its consumer communications even further.”

Mike Gordon, President of RR Donnelley (EMEA and APAC).

A LEADING WATER UTILITY

RR Donnelley prints over three million enhanced colour bills on continuous paper for the client. The redesigned bills means customers receive clearer, more engaging forms, improving customer satisfaction and reducing queries and costs.

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For O2, RR Donnelley produces around 15 million transactional statements each year. RR Donnelley also processes collection and direct debit correspondence within the UK, and provides award-winning creative services in Ireland.

SHOP DIRECT GROUP

For one of the UK’s largest online and home shopping retailers RR Donnelly transferred the client’s transactional operations into a shared service centre for over 100 million transactional documents each year, reducing costs and providing the ability to transform this channel through the use of transpromo and eStatement services.

SCOTTISHPOWER

For the client, RR Donnelly prints 13 million colour transactional packs each year from three sites within the UK. Through expert print procurement and postal optimisation significant savings have been made for the client.

CLOSED-LOOP CUSTOMER COMMUNICATIONS FOR FINANCIAL SERVICE PROVIDER

The client is a major, global financial service provider engaged in retail banking, credit cards, corporate and investment banking, wealth management and investment management services.

In 1998 the bank outsourced its print and mail functions to RR Donnelley, and between 1999 and 2010 the service was extended to the complete document lifecycle. RR Donnelly now handles all transactional print and mail requirements, along with inbound processing leveraging its offshore managed-service platform. The lifecycle is completed with digital archive facilities provided by RR Donnelley.

In 2009 RR Donnelley began work on a five-year transformation programme integrating industry-leading composition tools with a world class mainframe platform, and optimising transpromo (where transactional documents are used as a vehicle for promotional messaging), reducing the bank’s direct mail spend, and adopting white space management. This included developing a future-proof service platform, and integrating inbound and outbound processing with workflow technology, document imaging and multichannel outputs, while significantly reducing operating costs.

As part of this programme a multi-million pound investment has seen the very latest high-speed colour technology installed. For the client, RR Donnelley composes and prints one billion transactional images and around 300 million mail packs each year.

With RR Donnelly’s help, the client produced the UK’s first retail bank full colour statement and has adopted a multichannel service pushing out two million eStatements each year to improve the customer experience and reduce postal costs.

As a key step towards further improving the customer experience RR Donnelley helped the client to become the first bank in the UK to deliver full colour statements to its customers.

A PROVEN TRACK RECORD

Working with over 40 leading organisations with a wealth of expertise across retail, telecommunications and utilities by choosing RR Donnelley you’re in good company.
RR Donnelley is a leading provider of outsourced communication and business services. We work with many of the world’s leading organisations to help transform the way they engage and interact with their customers.

We are uniquely able to connect and manage complex communication processes for greater efficiency and impact. For our clients, this means they can reduce costs, improve efficiencies and achieve new levels of flexibility – all achieved as a result of our experience, scale and insights gained from our work across the globe.

Founded more than 148 years ago, RR Donnelley is a Fortune 250 company that employs over 55,000 people across over 500 locations.