

WHAT DO YOU HAVE TO SAY?



Case Study: Response Network and The Phone House Netherlands



Customer Challenge:

To create an innovative and personal welcome pack for new customers at The Phone House Netherlands.

Companies looking to distinguish themselves in competitive marketplaces are using increasingly sophisticated methods to ensure that their campaigns are effective. Personalising campaigns is one such way of making marketing collateral stand out from the crowd.

The Phone House Netherlands, a subsidiary of The Carphone Warehouse Group – the largest telecommunications retailer in the world – has outsourced the production of personalised welcome packs in the Netherlands to HP Indigo print service provider (PSP), Response Network, based in Amsterdam.

“The aim of the welcome packs is to encourage The Phone House Netherlands’ customers to use their new phones properly and make the best use of their new contracts, whilst increasing customer satisfaction and customer loyalty,” said Willem Jubels, director, Response Network. “The Phone House Netherlands decided that the best way to do this was to personalise the welcome packs in a way that would be meaningful to its customers. Therefore, each pack is customised with the recipients’ names, information about their model of phone, the phone network that

they have signed up to and details of their new contract.”

HP Solution

“We work very closely with The Phone House Netherlands to ensure that each brochure is customised with the correct data. Each week The Phone House Netherlands sends us information from its customer database. We then sort and filter the data so that the welcome packs are produced with the relevant information included,” explained Jubels.

Response Network produces between 2,000 and 3,000 12-page welcome packs a week on its HP Indigo press 5000. The press operates at throughput speeds up to 4,000 four-colour A4 images per hour, ensuring that Response Network can turnaround orders for the welcome packs within 48 hours.

The HP Indigo press 5000 utilises HP’s liquid ink technology to match 97 percent of the PANTONE® Colour range to produce consistent print quality and match corporate and brand colours. Especially important for representing globally recognised telecommunications companies.



The Phone House

"The welcome pack has demonstrated that the effective use of customer data, transformed into the right message at the right time makes all the difference in getting even closer to our users."

Peter Swagerman, customer management director, The Phone House Netherlands B.V.



"The HP Indigo press 5000 is the ideal equipment to use for producing marketing collateral such as the welcome packs," said Jubels. "Our customers are becoming increasingly aware that the print quality of direct mail needs to be high in order to properly represent their brands. The HP Indigo press 5000 can produce the highest quality print on a wide range of substrates and applications."

Feedback

"We have had some very positive feedback from our customer," explains Jubels. "The Phone House Netherlands recently published a survey which showed that 78.8 percent of people who received a pack felt valued and appreciated as a customer and 62.7 percent read and kept the welcome pack for future use."

Challenge:

- The Phone House Netherlands wanted to increase customer satisfaction and loyalty.
- The Phone House Netherlands decided to create a personalised welcome pack to educate its customers about their new phones and contracts.

Solution:

- The Phone House Netherlands outsources the production of the welcome packs to HP Indigo PSP, Response Network.
- The Response Network uses its HP Indigo press 5000 to produce between 2,000 and 3,000, 12-page, personalised welcome packs per week.

Results:

- A survey has shown that The Phone House Netherlands has experienced improved relationships with its customers.
- Customer satisfaction and loyalty has significantly increased since the packs have been issued.

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