

Digital printing cuts soaring cost of monthly statements by 30% for global airline.



Best-of-the-Best Program Winner—TransPromo

Xerox Premier Partners Global Network



Iberia Card TransPromo Statement, TransPromo

Telemail, S.L.

Telemail, headquartered in Alcobendas, Madrid, provides a rich array of digital printing and personalized targeted marketing to a variety of economic sectors, including financial institutions, insurance organizations and market research companies. They focus on taking a collaborative role with their clients to leverage their creativity and experience to produce the best possible results. Telemail also puts themselves on the leading edge of technology solutions, investing in new equipment and software to help them and their clients become more efficient and profitable.

On the web:
www.telemail.es

The challenge

Iberia is Spain's largest air transport group and one of the 10 largest airline businesses in the world. Like many airlines, it offers credit cards to customers that help them earn frequent flyer points while boosting the company's bottom line.

Iberia had been producing member statements for years on preprinted stock and included multiple promotional offers—each printed separately—in every mailing. This required two completely separate offset production runs and limited their ability to offer targeted promotions based on the interests of their customers. It was also a challenge to accurately match offers to each customer across the mailings, month in and month out.

With costs rising, Iberia knew there had to be a more efficient way to produce their statements, improve the promotion effectiveness and save production time. They were aware that digital printing could provide a solution to all of this, but they had reservations about the quality.

Telemail, S.L., however, had the digital printing experience and technology to put all of Iberia's concerns to rest.

The solution

Telemail had found great success with their Xerox® 980 Color Continuous Feed Printing System. After receiving training from Xerox when it was first installed, they had been producing high-quality TransPromo statements that provided huge cost savings to their clients. With this experience, they knew they could help Iberia.

They first worked with Iberia's marketing department to integrate the promotional offers into a single statement layout, making it possible to print their complete mailing in one run. To help ensure that every document was matched correctly with each envelope, unique bar codes were added to keep document integrity at 100 percent.

The robust statement, containing over a million variable fields, 20 different promotional offers and 200 image variables, was dynamically streamed to the Xerox® 980 using GMC Software Technology PrintNet Communications Suite. Sorting, bar-code scanning and matching were finally completed using a Pitney Bowes APS™ Edge Inserter System.

The results

Telemail's solution lowered the cost of producing Iberia's monthly statements by an impressive 30 percent. All preprinted stocks were eliminated, which dramatically reduced waste, all while giving Iberia complete flexibility in targeting promotions to their members.

Iberia is now exploring possibilities with new promotional partners who are interested in the variable space available on every statement. For Telemail, they have found producing TransPromo statements on their Xerox® 980 to be so efficient that they have migrated five customers to it for their variable-intensive jobs and are expected to add two more clients within the year.

