



KONICA MINOLTA

SUCCESS STORY

VARIABLE DATA PRINTING

VOGELAAR VERZENDERS, NL

Personalization generates significant revenue increases for Konica Minolta customers

Vogelaar Verzenders is a large mailing house in Holland employing about 45 people and producing about 90 million mail pieces per year. Most of the print volume consists of transactional documents but the proportion of more marketing oriented Direct Mail pieces is growing rapidly. With several big name customers, they have been able to generate steady growth for the past decade. Vogelaar have been awarded with the local Best-Entrepreneurship prize 2012.



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▀ The challenge

As a mailing house, the single most important aim for Vogelaar's activities is to maximize the impact of customer communication materials at the lowest possible costs, especially postage costs. This was not only to be achieved by streamlining the print production process, but more importantly this meant that the materials needed to be personalized using customer data, which allowed for a much more targeted message that would appeal to the individual interests of each recipient. Also, it would enable Vogelaar to produce different DM messages in one run to qualify for significant bulk price reductions on postage.

"The more you can zoom in on your customer's interests or buying behaviours, the more effective the mail pieces will be..."

▀ The solution

Already many years ago, Vogelaar spoke to Konica Minolta and learned about the possibilities of variable data printing with a tool like PrintShop Mail. With some local programmers a software shell was developed to validate and prepare the data files which were to be linked to this personalization solution, as in practice it was clear that most customer data needed some cleaning up. With the technology and a data preparation process in place, Vogelaar started to pitch the value of personalization to its customers.

▀ The result

"Since the implementation of the Variable Data Printing solution, we have found this to be a very profitable business generator" says Mark Bonenkamp, owner and director at Vogelaar Verzenders. "Not only for us, but also for our customers. About 97% of our mail pieces are now personalized. We tell our customers that the more they can zoom in on their customer's interests or buying behaviours, the more effective the mail pieces will be. Often it is the creativity that determines how effective customer data can be used. It is about creating value for each customer, which could be different from another customer that is part of the same DM campaign. For example, we recently advised a customer to switch from sending out a simple A4 DM piece with a targeted offer, to a send out a more valuable mail piece with the targeted offer printed on a membership card that could be peeled off and carried in your wallet. The cost of this new approach was four times as much as before, but the response rates jumped up with 15% percent! This translated to an additional revenue stream of €200,000 for each of the 80 different stores that were part of this retail chain. It is the creativity to makes the data work.

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Mark Bonenkamp, Owner and Director of Vogelaar Verzenders

▀ Future outlook

"While some claim that internet distribution for communication pieces will grow at the expense of printed communication, we have found that a combination of personalized print and electronic delivery channels are most effective and produce the highest response rates" continues Mark Bonenkamp. "In fact we have seen customers go back to sending out printed messages rather than using e-mail, as it has higher attention and retention value. Our print volumes are showing a healthy growth year-over-year, and we are confident that these will continue to grow – if we stay focussed on adding value to each printed page!"

▀ Case details

Customer Vogelaar Verzenders BV
(www.vogelaarverzenders.nl)

Business opportunity area Variable Data Printing

Location IJsselstein, The Netherlands

Author Konica Minolta
Business Solutions Europe GmbH

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