

Delight Your Customers. The freedom to exceed expectations.



Satisfying customers is just the start.

In today's highly competitive market, customer satisfaction is the baseline. To really build loyalty—as well as repeat business and an exceptional reputation—you have to make your customers want to come back again and again. You have to delight them.

For printers, that means consistently delivering innovative applications, outstanding image quality, expert advice and speedy turnarounds—all at the right price. It's a challenging balancing act to achieve. That's where we can help.

Meet customers' standards for quality and all other job specs.

From consistent color management to offering the applications, substrates and finishes customers want, delivering every specification day in and day out can be difficult.

We understand. We can provide solution versatility, speed, workflow, automation, variable data printing software and exceptional image quality to meet the most demanding job requirements. Whatever your operation needs, we'll work with you to develop and implement an integrated end-to-end solution that keeps customers coming through your doors.

Learn new ways you can delight your customers.

In the face of simply managing your day-to-day workload, which can include unexpected fast-turnaround jobs, carving out time for training can be a challenge.

Our flexible sales training programs enable your staff members to learn about new ways to satisfy your customers with minimal disruption to work schedules. We offer a variety of sales and operations training

classes, including color management, Value-Based Pricing workshops, vertical market kits and more, that can help staff learn the latest sales strategies and grow professionally. What's more, they'll be better able to recognize business opportunities and better serve customers as knowledgeable, strategic consultants.

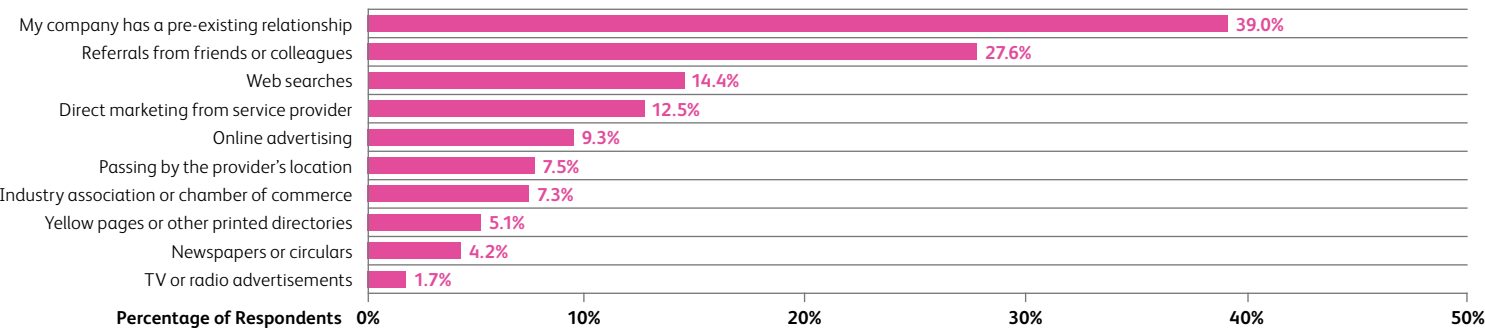
When you partner with us, you'll also get access to a host of analysts, advanced solutions consultants and digital printing experts to help you make the most of your digital printing potential. We'll also share ideas with you about applications and services you might not have considered and show you how to build one success on top of the other. We'll help you succeed every step of the way.

How we can help you delight your customers:

- **High response rates through variable data printing.** Our versatile workflows and powerful XMPie® variable data software enable you to deliver higher ROI campaigns.
- **24/7 access to collateral with Web-to-Print solutions.** With our Web-to-Finish solutions, you can add an online storefront that makes it even easier and more convenient for your customers to place orders.
- **Outstanding image quality with G7 certification.** Our portfolio of digital production presses can deliver the quality your customers want—especially as we'll work with you to become G7 certified so you can produce consistent color time and again.
- **Saying yes to a wide range of substrates and specialty media.** We'll help you achieve the exceptional results you want with paper and specialty media that expand the applications you can deliver. The possibilities are endless.

How SMBs Find Print Service Providers

Pre-existing relationships and referrals from colleagues are the top two ways small to medium-sized businesses start working with a print service provider.



Source: Capturing the SMB Business Communications Services Opportunity, InfoTrends, 2009
“How did your company find your print service provider(s)?”

Real Business Success: Ithaca College Print Shop

Faced with growing demand and shorter turnaround times, Ithaca College Print Shop needed to upgrade their operation ... and turned to digital printing for an outstanding solution.



Delighting with Quality, Speed and Price

Challenge

- The college's offset press operation could not keep up with demand or turnaround times for their 5,500 students and 1,200 faculty members.
- They needed faster color production speed without sacrificing quality.
- Administrators also wanted an environmentally responsible solution to support their sustainability initiatives.

Solution

- Installed a Xerox® iGen3® Digital Production Press with inline finishing.
- Added an additional Xerox® DocuColor® 250 Digital Color Printer/Copier to handle overflow work.

Results

- Cut turnaround times by more than 50 percent, producing jobs that had previously taken a week to within two to three days.
- Successfully increased throughput to keep up with demand.
- Utilizing digital print on demand eliminated obsolescence, waste and press chemicals to better support the college's environmental initiatives.

Real Business Success: Keiger Direct

WilsonMcGuire Creative had a client—Pinehurst Resort—who wanted to achieve a high response rate. With Keiger Direct's integrated multi-channel campaign, they accomplished that and much more.



Delighting with ROI

Challenge

- WilsonMcGuire Creative was tasked to produce a cross-media campaign for Pinehurst Resort, America's most historic golf resort.
- Their goal was to get golfers to take part in the Pinehurst Golf Academy and then enroll in the golf school.
- Since this was their first-ever cross-media campaign, they turned to Keiger Direct for assistance.

Solution

- Created a mailer that invited recipients to go to a personalized website and take a survey about improving their golf game.
- Sent an eight-page roll-fold brochure personalized and customized to their survey answers.
- Leveraged the Xerox® iGen4® and XMPie to tackle the 672 possible variations generated by the survey, including variable photography, hierarchy-driven messaging and golf tips.

Results

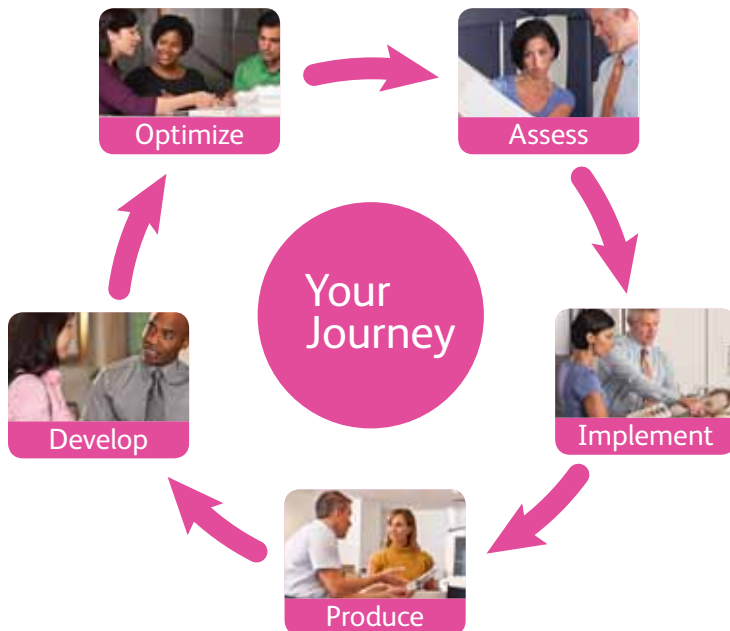
- Achieved 11.3 percent response rate to the invitation. That combined with social media added an incremental 50 attendees to Pinehurst's spring golf school.
- Opened up two entirely new markets for both WilsonMcGuire Creative and Keiger Direct: hospitality and golf.
- Keiger Direct leveraged this success to land future cross-media marketing projects with WilsonMcGuire Creative.

To read more about how we've helped businesses delight their customers, visit www.xerox.com/BestOfTheBest.

We're dedicated to helping you every step of the way.

When we partner with you to delight your customers, we stay committed to you through each step of your journey. This ensures every solution is exactly right for your business. Here's how we help you plan your journey:

- **Assess.** We work with you to explore a number of options and opportunities to thrill your customers—from new applications to enhanced production capabilities.
- **Implement.** A team of Xerox professionals will seamlessly integrate your solution and provide all the training you need.
- **Produce.** We support your solution and stay close to ensure that everything runs smoothly and delights you and your customers.
- **Develop.** Once we know that production is going smoothly, we help develop your business and market your new capabilities so you can find more ways to delight your customers.
- **Optimize.** We regularly sit down with you to see where you are in terms of meeting or exceeding your goals ... and share new ideas or opportunities that will delight your customers.



No matter what your business objectives are, we'll work with you to ensure you have the freedom to focus on your customers ... and deliver the results they want.

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Talk with us today and find out how you can take your business to a whole new level of success. To learn more about how our production solutions can help your business, visit www.xerox.com/digitalprofit or call 1-800-ASK-XEROX.