



CASE STUDY

NON-PROFIT


Triggered Communications Increases Membership Renewal

challenge: This national organization with more than 60,000 members in 100 countries needed to transition from their in-house legacy systems to an outside fully integrated marketing and fulfillment solution. The goal was to establish systems integration so that billing data could be extracted from their legacy system, while keeping internal IT requirements to a minimum.

solution: Our team of experts created a Triggered Communications and Fulfillment solution that received billing and marketing communications data feeds that generated invoices and various membership communications. Our creative design team reformatted the client's materials to take advantage of the new and expanded data sets and state of the art print on demand capabilities.

impact:

- **Increased cash flow and enabled tiered invoice mailing through daily data transmissions.**
- **80% reduction in client IT staff time and involvement.**
- **Cost savings achieved through print on demand integration eliminating duplicate mailings.**
- **Increased member renewal and satisfaction through triggered delivery of marketing and client care materials.**



Print on Demand
solution generates
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