



GLOBAL MARKETING

...making a good imPREssion!

Lettershop Schonard in Hong Kong has recently been working with KLM/Northwest Airlines to produce customer statements for their 'World Perks Preferred frequent flyer program. Printing double-byte characters in a highly dynamic document, using language sensitive formatting and conditional processing were just a few of the challenges that PRoS helped them overcome.

With the concept of the 'Global Village' now a reality, many organisations are recognising the international opportunities that are an integral part of business today. The traditional barriers to international trade have gradually disintegrated, no longer is distance a problem. It is now taken for granted that international export trade can be conducted quickly and efficiently, with established communications lines allowing for data transmission across the world. We are witnessing multi-national partnerships being formed, the numbers of franchises increasing and more and more world-wide marketing campaigns. With these additional opportunities comes an entirely new set of problems in reaching customers of all nationalities and languages on a personal level.

With the modern technology that has altered the way in which we conduct business comes greater expectations from consumers. Demands for services are rising as the average customer becomes increasingly aware of what is available to them and no longer will a promotional letter addressed 'Dear Sir/Madam' suffice. Mail received from many companies is now expected to be personally addressed and contain

detailed information on client activity, Magazine companies, insurance agencies, car hire organisations and airlines are just a few examples of companies which have recognised it is essential to reach international clients in the appropriate languages.

Personalised Marketing - the Only Way to Fly

The frequent flyer programs that have become so popular among the airlines of today have seen major alliances between traditionally independent companies. Qantas, British Airways, Canadian and a number of other airlines have come together for their own frequent flyer program. For Northwest Airlines and KLM, forming a partnership meant they could offer more flights to more destinations as well as a frequent flyer program to rival their competitors. The 'World Perks Preferred' loyalty program was designed to service members from around the world. As part of the program, regular statements would need to be sent out to inform customers of their points status. In order to fulfil this requirement an intelligent means of creating totally dynamic documents in a variety of languages was needed.

Utilising their PRoS experience for document formatting, Lettershop Schonard in Hong Kong, worked together with KLM/Northwest to produce a cost-effective solution. Printed on a Siemens 2140 continuous printer using the double byte version of IPDS/PRoS, a combination of both high-speeds and complex language sensitive formatting was provided. There are several outstanding features in this job.

- A totally dynamic document, formatted 'on the fly'
- Dynamic lines and boxes that adjust to accommodate the amount of data
- Five languages printed through one application, Thai, Korean, Japanese, Taiwanese and English, using double-byte codesets to print Asian characters.
- Language sensitive formatting used to render country specific day, month, year order.
- Conditional processing used to insert only applicable information to each customer. For example, 'if over X miles, insert sentence 'Y'
- Variable data seamlessly merged with fixed text.

For more information contact
PrintSoft Products Pty Ltd

