

Vestcom International

Personalization Drives Repeat Business

A company's best prospects are always its existing customers. Finding creative ways to resell, upsell or cross-sell to current customers using relevant information based on captured interests builds rapport and trust with the customer and revenue opportunities for the company. Vestcom International, a West Caldwell, NJ-based firm that offers end-to-end personalized communication solutions, clearly understands this. A great example is the solution Vestcom provided Borgata Hotel Casino and Spa to create a personalized direct mail campaign that offered promotions and special event opportunities to its most loyal customers.

Borgata, a casino destination resort that opened in Atlantic City in 2003, is already one of the most customer-centric casinos on the strip. Information on visitors' habits from the facility's 3,600 slots, 163 table games and 2,000 guest rooms and suites is fed into a sophisticated database. To help capitalize on that information, Vestcom employed the capabilities of Exstream Software's Dialogue to design a sophisticated relationship management program that is fostering loyalty and encouraging repeat customer visits to Borgata.



BUILDING THE PROGRAM

"Borgata wanted to create an ongoing relationship management program with new customers," said Joe Misilnski, chief information officer of Vestcom's Marketing and Business Communications Division. "Together we developed a plan to design a personalized direct mail piece with full-color images and targeted marketing offers based on guests' dining, entertainment and gambling patterns set during their first visit. A follow-up letter recapped information from subsequent visits and included a summary of points earned while at the resort, along with options for spending those points targeted to the guest's prior behavior and interests."

Vestcom was already using Exstream Software's Dialogue in its facility to create all types of personalized communications for its customers. For Borgata's program, they were able to take full advantage of Dialogue's user-friendly design interface, which eliminates the need for complex programming; its ability to store commonly used objects such as tables, text boxes and other graphic images for re-use across multiple document applications; and its ease of deployment across different computer platforms. Dialogue's ability to support a variety of input data and output file formats not only made it possible for Vestcom to use all the information collected from Borgata's multiple data sources to develop the targeted marketing offers, but also allowed them to track results and provide the resort with ongoing feedback for future communications.



Vestcom's Dialogue-powered variable data direct mail campaign for Borgata garnered 30 times more responses than Borgata's traditional static mailings.

"An exciting addition to the personalized direct mail initiative was the creation of 'My Borgata Rewards,' a loyalty program which segments Borgata's customers into two groups. Black-Label swipe cards were created and sent to high-end clients while all others receive a Red-Label card," said Mislinski. "These two customer segments formed the base for business rules that determined what offers the casino made to each customer. For example, after a recent visit, a high net-worth customer receives a full-color, multi-page document that includes the status of their loyalty account, as well as upsell promotions. It offers the perfect opportunity to continually engage the customer after the visit and encourage them to return."

DIALOGUE'S CAPABILITIES LEAD TO SIGNIFICANT ROI

Vestcom's program for Borgata reinforced the positive impact of personalization on customer behavior, and highlights the importance and influence of one-to-one marketing. Dialogue handled all the requirements of the complex design with ease, including business rules for targeting data integration and multiple output requirements. The response rate on the variable data direct mail campaign was 30 times higher than traditional static mass mailings. In July 2003, Borgata reported collections from gamblers of \$46.9 million, making it the most lucrative month in the history of New Jersey's casino industry.

Dialogue's high-performance engine brought yet another important benefit to the program—a very fast turn-around time. Vestcom produced Borgata's communications 50 times faster than traditional static mass mailings. Since Dialogue dynamically

creates all the resources, fonts and overlays necessary to produce high-quality output on the targeted device, it was possible to streamline production and reduce time and resources required to meet aggressive time-to-market requirements. Additionally, Dialogue's Output Sorting and Bundling module, which allows customer communications to be reordered and grouped into bundles for additional postage cost savings, was integral to Vestcom's increased productivity.

"With Dialogue, we are able to get to market in almost half the time it took us before—and the more complex the application, the more this time savings is apparent," said Mislinski. "For this application alone, we went from production speeds of six seconds per impression to much less than one second using Dialogue. We output one billion impressions per year, so seconds can mean days when it comes to a large print run. Due to Dialogue's high performance, we are now able to meet very aggressive deadlines."

SUCCESS IS NO GAMBLE AT VESTCOM

By easily accessing information in Borgata Hotel Casino and Spa's sophisticated database, Exstream's Dialogue allowed Vestcom to create an ongoing customer relationship program for Atlantic City's newest property that produced very positive results. Going forward, Vestcom plans to leverage Dialogue's web-based capabilities to create a sophisticated online one-to-one environment where customers can fulfill on-demand requests for customized marketing materials. Given the success of the ongoing Borgata program, any new venture that combines Vestcom's expertise and Dialogue's capabilities is most likely a very safe bet.



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