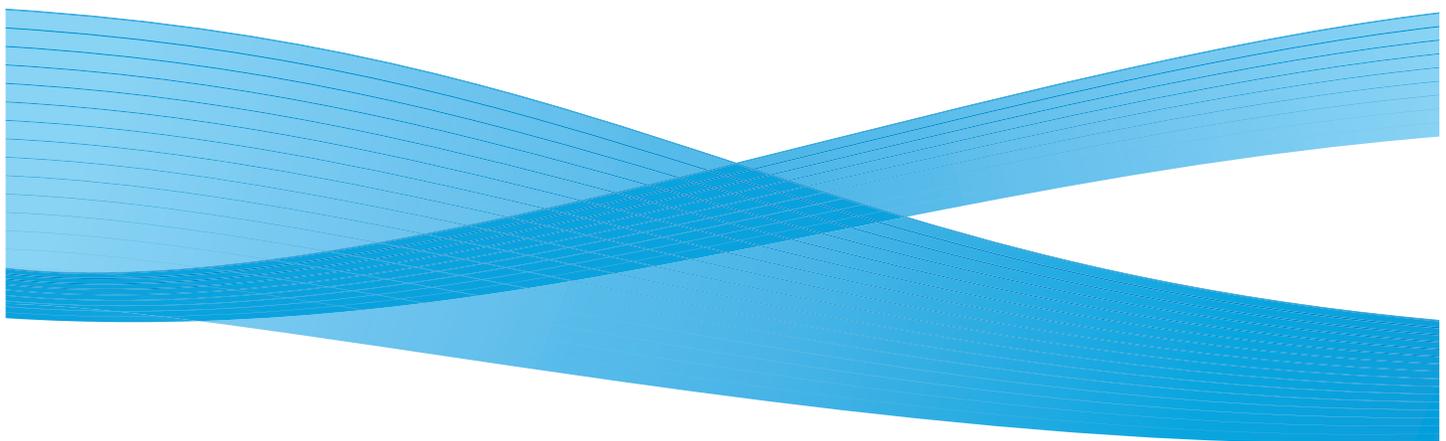
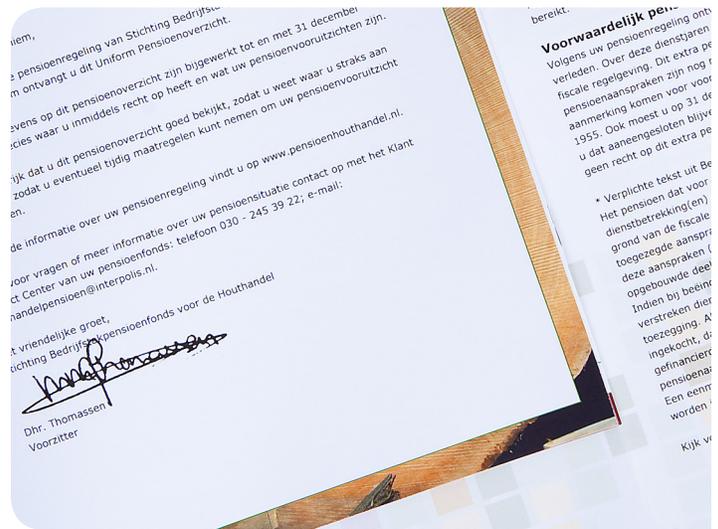


# Transpromo pension statement results in 5X printing volume boost.



# Best-of-the-Best Contest

## Xerox Premier Partners Global Network



### Event-Driven Pension-Related Communication, TransPromo Category

#### Pondres

Located in the city of Tilburg, Pondres is one of the Netherlands' top five direct mail companies. They specialize in the production and processing of direct mail and marketing materials and have found that the best way to stay ahead of the competition is to offer more than the expected printing and mailing services of a fulfillment business. By actively partnering with their customers across the globe, they provide innovative solutions that continue to exceed their customers' expectations every step of the way.

On the web:  
[www.pondres.nl](http://www.pondres.nl)

#### The challenge

Syntrus Achmea, based in the Netherlands, provides pension services for a wide range of clients and places a strong emphasis on supplying very individualized information in the most efficient way possible. To better meet this goal, the company wanted to modify the pension statement they created so that it reflected their deep understanding of each customer's specific retirement needs while producing the output in a highly automated process.

They worked with Pondres to accelerate their updating process and to make each statement reflect the most current customer account information, which would help increase overall client satisfaction.

#### The solution

By working closely with Syntrus Achmea, Pondres was able to develop a new pension statement template that was driven by over 5,000 variables. The variables affected every aspect of the statement's design, from color and images to variable text. To handle this with the utmost efficiency, Pondres leveraged the Xerox® FreeFlow® Variable Information Suite, which included VIPPP® Pro Publisher. This was used in conjunction with a mix of powerful Xerox solutions, headed by the Xerox® iGen4® Digital Press with the Xerox® FreeFlow Print Server. Supporting this powerhouse press were the Xerox® DocuTech® 180 Highlight Color System and Xerox Nuvera® 288 EA Perfecting Production System. This potent combination yielded several advantages for both the customer and Pondres; the black-and-white and color print quality was outstanding and the flexibility provided by these solutions was invaluable.

This solution enabled Syntrus Achmea to quickly capture and integrate key events, such as change of participation in the pension fund, divorce or change in employment. Just as important, it provided timely, up-to-date reports on an individual's salary, early retirement estimates and projected pension benefits.

#### The benefits

Syntrus Achmea was exceptionally pleased with the deliverable. The in-depth personalization and relevant customization helped push the company to become the revenue leader of their industry and they have since extended their contract with Pondres for another two years. Even better: Syntrus Achmea has enjoyed an internal cost reduction of 45 percent by offering multiple output solutions, utilizing either full color or black-and-white technologies.

Pondres' success with this client enabled their company to expand its operation to now include three Xerox® iGen3® Digital Production Presses and two Xerox® iGen4 Digital Presses—up from a single unit. They have also expanded their use and knowledge of the FreeFlow Variable Information Suite, enabling them to reduce turnaround times, provide digitally archived PDFs to customer care centers, and ultimately achieve a 99.9 percent service satisfaction rate from their customers. Pondres is now actively looking for new ways to become even more profitable with their variable printing capabilities.

