















# We build it.

Our simple process to create a billworx solution you'll love.



## 1 Strategize

**You know your business. We know ours.** Together, we identify the challenges you need to overcome and the opportunities that lie hidden in your customer data. Then we come up with a clear, measurable strategy to meet your business goals using communication methods you already employ.

## 2 Data Dive

**We do a detailed analysis of the data** from your enterprise resource platform and develop the logic required to customize the messages for each one of your customers based on their preferences, habits, purchases and the programs they've signed up for.

## 3 Design Magic

**We create a mock-up** of the bill, statement, invoice or renewal notice that will be easy for your customers to understand and takes full advantage of opportunities to meet your business goals.

## 4 Review & Revise

We meet to discuss the mock-up. You give us the thumbs-up... or send us back for some tweaks.

## 5 Write the Program

**We tie the design elements and the data logic together** to create a fully functional program that can be rolled out the next time you send out a bill or statement. We do a full test of the program using a representative dataset to make sure the first mailout is flawless.

## 6 Routine Check-up

**We'll schedule regular check-ups** (quarterly, semi-annually or as you wish) to ensure that the program is delivering the results you want and we're taking advantage of opportunities your customers offer.

# We send it.

Steps that happen every time you're sending out your bill or statement.

### 1 DATA CLEAN-UP

We find and fix inaccurate and corrupt entries in your data set. Say goodbye to undeliverable mail!

### 2 MIX N' MATCH MESSAGES

Images, ads, and graphs are added to the bill or statement according to the logic that's been created, so each of your customers receives a message that's tailor-made for them. You can create the images and draft the text and upload them to us using a convenient and secure web portal... or we can create them for you.

### 3 HIT 'PRINT' (OR 'SEND')

We get your messages into your customers' hands using their preferred delivery method: Canada Post, email or e-post. For mail customers, we prep addresses according to Canada post standards, use eco-friendly inkjet printers to produce hard copy statements, insert return envelopes or other bill stuffers only for those customers who require it, and deliver the mail to Canada Post. Or, we can prepare print-ready files for you to produce and mail yourself, no matter where you're located.

### 4 AMAZING ARCHIVES

We create a search-friendly PDF of every bill we send out. That way, your customer service reps have easy access to the same bill your customer is looking at and can reprint (or re-email) the original bill if necessary. We can deliver these archive files to you after every statement goes out or we can store them on our own secure server, allowing customer service reps and customers seamless, secure online access to them through your own website.

### 5 A WATCHFUL EYE

We oversee your project as if it was our own, managing resources, monitoring performance, supporting deployment and identifying new opportunities each billing cycle. You have a direct relationship with your project manager and programmer so changes can be made efficiently, with no game of broken telephone.



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# your message. evolved.

Precisely targeted communication that informs and engages is what we do. Let us show you how **direct** mail has **evolved** and how it can **work** for you.

Whether you're new to direct marketing or looking for some new marketing solutions to grow your business, **directworx** has a progressive vision that will help you reach your audience. From mail design and development, print right through to delivery, **directworx** provides creative ideas, full design capabilities, project management and consultative services. Your projects will benefit from a proven quality assurance program at all stages - data processing, variable imaging, offset printing, inkjet addressing, bindery, inserting, automated polybagging and more.

Want to know more? Contact us today.



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