AI2 BUSINESS INTELLIGENCE CONTACT CENTER PRINTING AND PRODUCTION MAILING SERVICES ESTORE 8.3 FULFILLMENT LETTERSHOP AND FINISHING CD DUPLICATION OPTI-POST PLUS PRINTING AND PRODUCTION MAILING SERVICES PERFORMANCE MEASUREMENT TARGET CONNECT INFORMATION TECHNOLOGIES WAREHOUSING AND INVENTORY MANAGEMENT CONTACT CENTER MARKETING ANALYTICS DIRECT MARKETING FINANCIAL SERVICES TARGET CONNECT MAILING

Budco

Results Bulletin

Spotlighting Innovations That Pay Off for Our Customers

This Issue Includes:

Improving Speed to Market with Expanded Print and Mail Capabilities

New Features and Functionality Delivers a Host of Improvements for Clients' eStore Solutions

Bringing the Printed Page Alive with Multi-Media Interactivity

Dependent Eligibility Verification Process Streamlined with Interactive, Online System

Using "Click to Chat" to improve customer service and product sales

Do you have feedback or comments on the content of this bulletin? Let us know at marketing@budco.com.

The Results Bulletin is designed and printed in-house at Budco.

Innovative Technologies Fuel Budco's People and Process Enabling Results for Our Clients

At Budco we are all about delivering Results for our clients. Results like reduced cost, increased revenue, increased customer satisfaction and increased speed to market. We'd like to share some examples of this in this edition of our Results Bulletin.

Distributed Print and Mail Process Delivers Improved Speed to Market and Reduced Costs

Budco's digital print centers in Robbinsville, New Jersey and Highland Park, Michigan have been networked for full connectivity and redundancy. These mirror-image print facilities provide **greater overall capacity, improved back-up and an ability to distribute or route print and mail projects to either location**. This distributed print practice helps ensure materials are produced and distributed from a location closest to the intended recipients.

When combined with Budco's Opti-Post Plus postal optimization process which includes zone skipping, line haul services and pallet consolidation, **postage costs are often reduced by 5% to 30% and delivery time can be shaved by 2 or more days**.

Both facilities now feature multiple Xerox iGen 3 and iGen 4 variable, digital color printers as well as Xerox 700 color and Nuvera 144 print technology.

Budco's distributed print and mail approach helps get the right information to the right audience at the right time in the most efficient, cost effective manner.

eStore8.3™
ONE-TOUCH • ORDERING • INVENTORY • FULFILLMENT

Budco's eStore 8.3 Continues to Provide "Step-Ahead" Enhancements Giving Our Customers the Edge

Budco has upgraded our eStore 8.3 technology, resulting in new functionality and a more robust set of standard features that meet a wider variety of both B2B and B2C eCommerce fulfillment needs. This includes:

- Improved content management tools that provide a **more flexible user interface and greater control over content changes**. To meet the demands of quickly changing market conditions, updates to item or product descriptions, images, pricing or special offers can be made quickly and easily in real-time.
- Enhanced support of **multi-brand eStores** including use of multiple languages and currency, all managed from a single, more efficient data-driven infrastructure.
- More **powerful real-time reporting and dashboards** provide greater visibility into every aspect of eCommerce fulfillment to help drive better, faster decision making and process optimization.

Budco's eStore 8.3 is totally integrated with the Budco Logistics System for turnkey operation and seamless end-to-end management of orders, inventory, financial transactions, warehousing and shipping.

The result for our customer is **seamless, cost effective eCommerce fulfillment** from first click to final delivery.

Take the Budco Challenge

Bring us your biggest fulfillment or direct marketing challenge and we will provide you a cost-free evaluation of how we can help you achieve improved results. Contact us at marketing@budco.com.

Budco's ePublications Capabilities Provide a Natural Extension for Print and Online Marketing Activities

epubs
Bring Your Publication to Life

It is no secret that the cultural shift to online media is accelerating. At Budco we know that relevant content drives engagement no matter what the media. So, what if you could combine the classic look and feel of a hard copy brochure with the multi-media impact of a content rich website? Budco's ePubs deliver that experience.

Our approach allows us to convert traditional printed collateral into digital, interactive content **providing a bridge between offline and online communications**. The advantage with ePubs lies in its ability to supplement copy and graphics with:

- embedded video and audio
- web links to additional content and points of interest
- integration of eCommerce, interactive surveys and questionnaires

All this creates a much **more interactive and engaging experience leading to increased readership, improved recognition and increased retention**, all critical aspects of maximizing the value of communication. At the same time, using the ePub technology can significantly reduce production and distribution costs – often by as much as 40%.

And **online, real-time analytics provide insight** into how engaged viewers are.

To view this Results Bulletin as an ePub or to see other Budco ePub content, follow these links:

www.budco.com/epubs/results bulletin_03
www.budco.com/epubs/overview
www.budco.com/epubs/fulfillment
www.budco.com/epubs/1to1

Budco Health Services Solutions Streamlines Process That Saves Companies Millions

BHSS is the leading provider of dependent eligibility verification; a process designed to save companies money by eliminating ineligible dependents from healthcare coverage. Over the past 12 years, BHSS has helped **45 Fortune 500 clients** save a combined **$2.1 billion in first-year savings**.

As a leader in this space we continue to evolve and widen our scope of businesses so we can offer an approach that will **meet the needs of any company, no matter how large or small**. One example is offering employees a variety of options for submitting documentation required to verify eligibility. Methods include mail, fax and online submission. Using a **secure, password-protected website**, employees can upload documentation as simply as you can upload photos to a computer or attach a file to an eMail. The online submission option helps **expedite document submission and helps increase employee compliance**.

This online dynamic extends to HR managers and other business owners who can monitor the entire process via the web portal. **Real-time, online reporting provides up to the minute status** and helps managers quickly see where program adjustments are needed such as additional communications to reinforce documentation requirements, program deadlines or clarification about eligibility rules.

"Click to Chat" Adds Important Dynamic to Customer Support and Sales

Budco's highly effective contact center sales team has established a quality reputation for having expert level product knowledge and providing customer friendly assistance. Taking this high level of support to the next level includes testing web-based "Click to Chat" functionality. This option is designed to **enhance online shopping and customer service** by making it convenient and easy for website visitors to get answers to specific questions.

Budco's "Click to Chat" representatives are equipped with a viewing console to know where the consumer is on the website and has appropriate screen information to **quickly and effectively answer questions** related to that area. In addition, each representative has a Q&A database to access additional information warranted by the chat and respond to inquiries with new or pre-established responses.

"Click to Chat" can provide very positive results including **improved customer satisfaction** by presenting a communications option to website visitors that they are comfortable with and willing to use and providing immediate, accurate answers to visitors' questions. And, since agents can conduct multiple chat sessions at the same time, **contact center productivity and efficiency is increased**.