

Telecom Company Saves \$5 Million Annually Through Dynamic Delivery

Situation

A major telecommunications company had recently expanded through several regional acquisitions. As a result of the growth, numerous large-scale compliance communications programs were being executed independently and inconsistently. The client was seeking a partner to consolidate and transform its communications programs. Additionally, they wanted to incorporate an electronic delivery option to lower overall costs ongoing.

Solution

Taylor proposed scrapping the client's existing formats and creating a new dynamic delivery format that would eliminate redundancy and reduce complexity. The new format utilized Taylor's continuous-run digital print capabilities to deliver personalized communications through dynamic content generation that fully leveraged the client's database. Taylor also developed a technology platform to integrate an email delivery option and enable future expansion into mobile and social media channels.

Benefits

The client rolled out the new program in multiple regions and states, resulting in:

- A dramatically improved customer experience, going from a disjointed multi-touch, mail-centric program to a streamlined single-touch, integrated multichannel program
- Brand consistency across all channels and components



- A 40 percent reduction in communication components, including elimination of more than 100 preprinted inserts
- A faster production cycle, including 24 hour production turnaround for key components
- Costs savings of more than \$5 million annually