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www.bopi-print.com



Customer Feedback GURL

A Case Study by bopi

Project: "Talk2BOPI"

Vertical Market: Print Solution Services

Business Application: Direct Marketing/Loyalty

With the need to communicate with customers and drive our customers to an online experience with bopi, a campaign for customer feedback was developed, titled "Talk2BOPI." The campaign used Guest URL (GURL) technology as the driver for current bopi customers to visit the Talk2BOPI website and respond to questions in regards their experience with bopi. The final response rate results produced an increase of 5.54% jump in efficiency from their previous direct mail only campaign.

Program Objectives

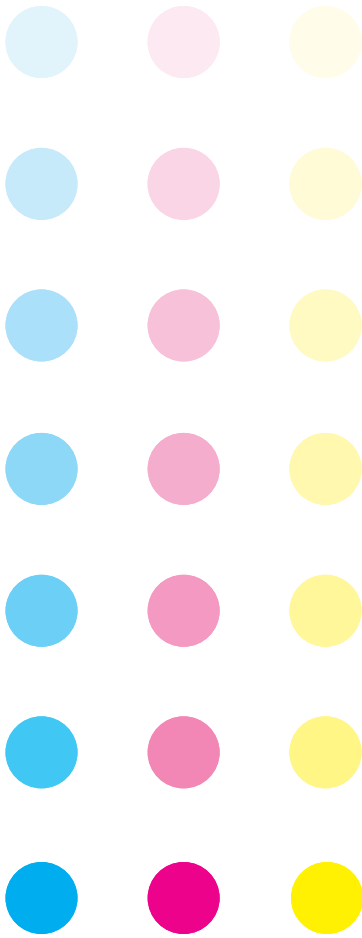
- Learn how customers felt after their experience with Bopi
- Collect email addresses
- Gain business intelligence for future use
- Ensure a complete cycle of feedback to let our customers know bopi is listening

Description

Previous Response Rates

- 2006 – 3.5%
- 2007 – 4.2%
- 2008 – 4.8%
- 2009 – 5.2%

Prior to an online portal for customer feedback, bopi had used a business reply card (BRC) that had four questions for current customers to fill out and mail back to bopi. In an effort to "practice what we preach", bopi employed GURL technology to replace the manual BRC process. In addition to enhancing



the customers' experience, this technology when combined with digital print output, allows bopi to develop and offer different incentives to respond. The new solution presented by bopi was a customer feedback website to organize responses effectively and efficiently while allowing customers to voice opinions about the company.

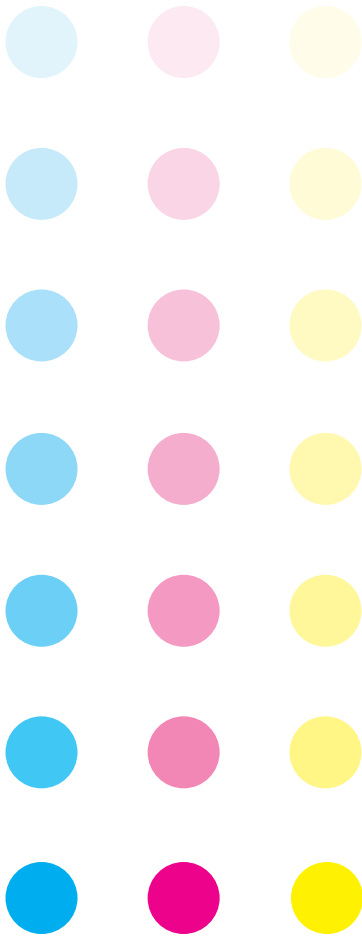
The previous mailer was a simple white card which lacked any style or incentive to provide feedback to the company. The "Talk2BOPI" campaign was composed of a card which was included in customer print samples. The first card had a simple "bopi" logo printed on one side, while the other side was composed of a brief message asking current customers to visit the Talk2bopi website. The card was simple and to the point. Along with the card, bopi also provided their customers with suckers to match the bopi logo colors (blue, yellow, and pink). bopi wanted to provide a fun incentive that fit the company and would encourage customers to become involved.

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Once customers arrive the GURL website they are asked to fill out their name, company, email address, and project name/number which bopi performed. After that they were asked four questions pertaining to the quality and speed of service. Lastly, there is a comment box for customers to voice any opinions or suggestions for bopi.

The site conformed to the look and flow of the card that arrived with the samples. bopi decided to make this campaign a learning process and planned gradual changes made over time. Therefore, the first two weeks clients were only sent the card with the three suckers. Then the following two weeks sales people were asked to promote the Talk2bopi campaign to their clients. The objective of this particular change was to measure performance based on the promotion of the campaign. bopi was implementing a "Test, Learn, Optimize, Repeat" method in order to gain effective results from the experience.

During the two weeks after the sales people promoted the campaign, bopi sent out Rocky Mountain Chocolates with all the samples replacing the suckers. This continued for another two weeks and the response was recorded. Following this



bopi created a new card and website with a call to action to promote the pizza party campaign. If clients filled out the online survey, they were automatically entered into the pizza party drawing.

Over a two month period, clients had the opportunity to go online and provide feedback on bopi’s performance. At the end of the two month period, there was a drawing for two of bopi’s clients to receive a pizza party with their bopi sales person. bopi held pizza parties for winners.

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Start Date	End Date	Cards Sent	Responses	Response Date	Marketing Action
6/15/2009	6/30/2009	46	5	10.87%	Colored Suckers
7/1/2009	7/15/2009	39	2	5.13%	Sales Promotions
7/16/2009	7/31/2009	46	3	6.52%	Rocky Mountain Chocolates
8/3/2009	10/2/2009	170	20	11.76%	Free Pizza Party
Total		301	30	9.97%	

Conclusions:

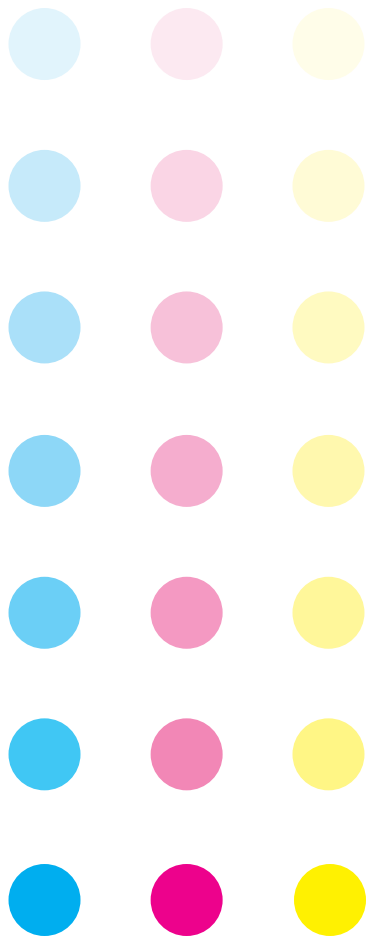
Compared to the highest response rate achieved by the use of business reply cards of 5.2%, the latest promotion for a pizza lunch represents a 2.26X lift in response.

Promotion of the survey by sales people (7/1/2009 – 7/15/2009) had a negative effect response rate. We assume that this is either the sample time was too short to achieve a true response rate measurement, or clients did not react well to sales people promoting this method of performance measurement.

Clients appear to respond in higher numbers when there is a reward of a higher perceived value, even if there is only the possibility of winning this through a draw.

Moving Forward:

The incentive planned for October is Halloween based and is offering a draw for a \$50 certificate for a night at the movies, we will update this case study at the end of October 2009.

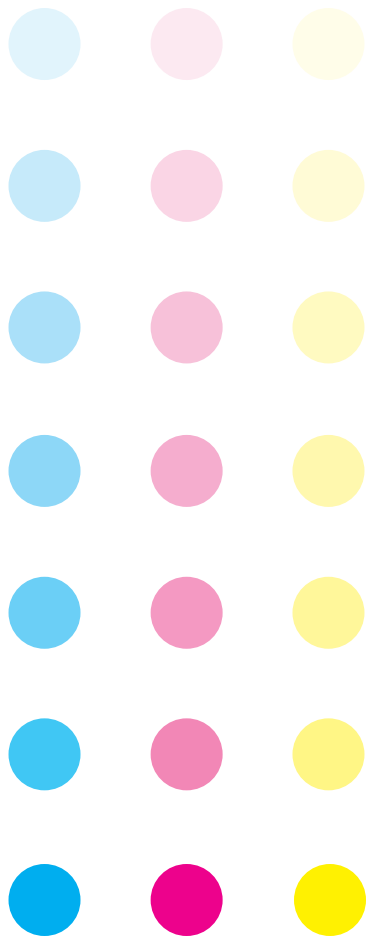


Original Talk2BOPI GURL:



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Talk2bopi Pizza Party GURL:



www.freepizza.talk2bopi.com

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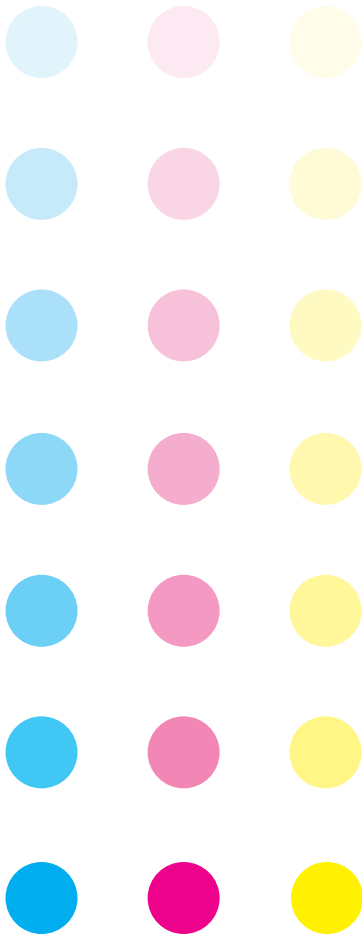


Respond for a chance to win a Pizza Lunch* for your office with your bopi sales representative.

www.freepizza.talk2bopi.com



*Winners will receive a free pizza lunch limited to a maximum of 5 large pizza from a source of bopi's choosing. One drawing will take place each month in August and September; lunches must take place prior to October 30th, 2009. Expiration date 12/31/09



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Client/Service Provider

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Headquartered in Bloomington, Illinois, bopi is an innovative firm that engages organizations in a consultative process resulting in the implementation of 21st century solutions that deliver improved communications performance. bopi's clients enjoy deeper and more personalized relationships with their customers while optimizing their allocation of resources.

Hardware

HP Indigo Digital Press

Software

InterlinkONE

Target Users

Bopi clients

Date

June 15, 2009