

# Color Transactional Loan Offer Drives New Business for Client—and Provider

Telemail, S.L.



## “Pre-Approved Loan Documentation”

Best-of-the-Best Award Winner—Transaction  
Xerox Premier Partners Global Network

Telemail provides digital printing and results-oriented, personalized, targeted marketing to financial institutions, insurance organizations, market research companies and other organizations. The firm has its headquarters in Alcobendas, Madrid.

[www.telemail.es](http://www.telemail.es)

“The main challenges to getting our desired results were in managing the variable data and making the package attractive. We achieved all this and more using Xerox® Impika® full-color continuous inkjet printing.”

– Agustin Minaya, Director General, Telemail, S.L.

## Telemail, S.L.—“Pre-Approved Loan Documentation”

Working with Telemail, Carrefour Financial Services launched a new campaign making highly personalized, pre-approved loan offers. By printing on Xerox® Impika® inkjet presses, Telemail delivered the personalization and color to make the package more relevant, easier to follow and more attractive, resulting in a very successful campaign that has been repeated multiple times.

### Challenge

Carrefour Financial Services is part of the Carrefour Group, which is the world's third largest retail chain behind Walmart and Costco. The firm wanted a campaign to help them find clients for pre-approved loans—and to make it as easy as possible for interested consumers to initiate the process. That led the team to want to include all necessary documentation with the solicitation. The challenge to making the campaign effective was twofold: managing the variable data required to personalize each offer based upon the recipient's financial situation, and making the information-rich package attractive and compelling enough to generate responses.

### Solution

Telemail developed a seven-sided, four-sheet pre-approved loan offer package that was tailored for each recipient based upon personal details in their Carrefour account. The variable information included the loan amount for which they were pre-approved and their monthly payment amounts, net interest revenue and annual equivalent rate, as well as address, title and bar codes for automated process management—all managed with the GMC Software Technology PrintNet™ Communications Suite. Strategic use of color type helped guide the consumer through the forms. Production was on the Xerox® Impika Compact Inkjet Press with Xerox® Impika IPDS™ and PDF Controllers running MONDI 90g reel paper. Insertion and finishing was on the Pitney Bowes® APS™ Edge Inserter System.

### Results

Servicios Financieros Carrefour achieved its objectives with the campaign, and was so pleased that it worked with Telemail to run the campaign several more times over the course of the year.

The campaign is now one of several jobs that Telemail runs for Servicios Financieros Carrefour on a regular basis. Quantitative results data is not available, however, because Servicios Financieros Carrefour prefers to keep the results data private.

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