



Honda

Honda was established in 1948 and to this day has remained on the leading edge by creating new value and providing products of the highest quality at a reasonable price, for worldwide customer satisfaction. In addition, the Company has conducted its activities with a commitment to protecting the environment and enhancing safety in a mobile society.

The Company has grown to become the world's largest motorcycle manufacturer and one of the leading automakers. With a global network of subsidiaries and affiliates accounted for under the equity method, Honda develops, manufactures and markets a wide variety of products, ranging from small general-purpose engines and scooters to specialty sports cars, to earn the Company an outstanding reputation from customers worldwide.

www.honda.com.au

Mail communications managed the easy and cost-effective way

Honda's cutting edge principles extend to their Direct Mail campaigns

Improving quality and productivity while maximising savings is the goal of every organisation. It's the key to profitability. Australia Post eLetter solution's – based on PrintSoft's Hybrid Mail technology – can help your organisation achieve this goal with our professional mail preparation and production service.

eLetter solution's offered services are a powerful ally in consolidating your mail and costs – to help save your business time and money in preparing and producing mail. Its superior personalisation and speed to market capabilities, combined with the quality and cost efficiencies of eLetter solution's nationwide print and distribution

network (Hybrid Mail network), adds up to an extremely effective and valuable solution for targeting your customers.

Automated online, eLetter solution's services is a highly efficient, cost-effective and flexible service for managing direct and transactional mail communications. It works by firstly formatting your data into the required communication template, including addressing, appending DPIDs and pre-sorting to access all available postage discounts. The document is then placed into the the eLetter Solutions nationwide print network where it is printed, folded and lodged into the mail system for prompt delivery – all managed from your desktop.

The Challenge

Cash-back promotions can be a popular sales incentive, as Honda discovered when it offered a cash-back promotion on a range of its motorcycles. However, the huge response to the promotion meant a lot of back-office processing of information.

"Everything was being double-handled and it took us between two and six weeks to get the cheques in the mail," explains Honda Finance Manager Christine Pilbeam.

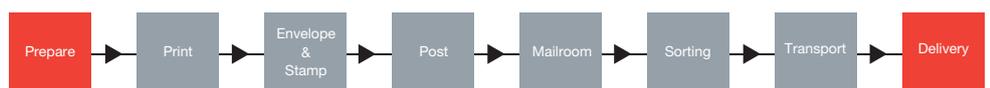
When Honda's Power Equipment Division decided to offer a cash-back promotion as part of its

marketing campaign, the company wanted to find a more efficient way to handle the administration and method of providing cash to the customer.

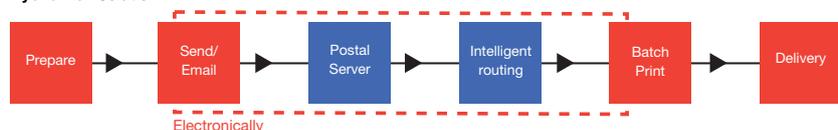
"We also knew that the number of power equipment customers likely to use this promotion would be greater than we had previously experienced, so it was crucial that we find a better alternative to preparing and reconciling cheques internally," says Christine.

The better alternative was put forward by Australia Post.

Traditional Mail



Hybrid Mail Solution



Case Study Honda Australia

The Solution

The solution put forward included a combination of Australia Post's Cash Rewards Service and eLetter Desktop (eLetter Solutions' branded version of PrintSoft's Hybrid Mail).

"Using eLetter Desktop we were able to setup a template of a letter from Honda that could be personalised for every customer who qualified for a cash refund. Honda simply sent over a data file listing the eligible customers and we printed, enveloped and lodged the letter. We also included a redemption barcode that could be scanned at more than 3,000 netPOS-enabled post offices, allowing customers to claim the relevant amount. It's even possible to claim at a number of post offices that are open on the weekend," explains Joe Hassall, Australia Post Account Manager.

Apart from the massive improvement in turn-around times, Christine says Honda was also impressed with the transaction reporting. "We get a weekly report listing all the cash-back claims, which we can reconcile on our database," she says. "Another benefit is that because the cash-back redemption period is only three months, as stated in our terms and conditions, we don't have unpresented cheques on our bank listing for up to 18 months – as was the case previously."

Following the success of Honda Power Equipment Division's use of the Cash Rewards Service and eLetter Desktop, the company is also using it for the next motorcycle cash-back promotion.

** This case study refers to the use of eLetter Solutions' branded version of MailDirect known as eLetter Desktop.*

PrintSoft

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About PrintSoft

PrintSoft is globally recognised as the pioneer of variable data composition technology for high speed printing.

PrintSoft provides software solutions for creating highly personalised, dynamic documents for transactional, direct-mail, white mail and transpromotional applications. PrintSoft has the largest installed base of service bureaux clients in the world. With installations in over 50 countries, PrintSoft offers its customers unparalleled breadth and depth of expertise.

PrintSoft can provide a customised solution that suits your ongoing needs, enabling you to effectively communicate with your customers.

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