

## BRINGING THE BENEFITS OF ADVANCED PRINTING TECHNOLOGIES TO YOU!

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## WILL YOUR CUSTOMER STAY OR STRAY?

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### Work the High-Value Relationships

Pay particular attention to top customers. One approach is to develop special offers for select customers to cost-effectively stimulate incremental sales.

Another is to introduce a special program, such as a preferred customer program. Create exclusive benefits and services for these customers, and increase their opportunities for personal involvement and interaction with your company. Make it so attractive that members will perceive it as another reason to stay loyal to your company - and other customers will see it as something to aspire to.

### Reward Loyalty

Carefully design a structured reward program that makes sense for your market, product or service. Northwest Airlines offers frequent flyer miles. Hallmark awards points toward free greeting cards or other merchandise based on customer purchases. The best rewards have features your competition can't easily match. Also, make sure the program generates sufficient incremental profits to offset its costs.

Changes in the competitive situation, economic conditions or even the lives of customers should be monitored throughout the relationship. Keep up on how well you're satisfying customer's needs - and respond quickly with new initiatives when appropriate.

For instance, the perceived value of a reward may change as customers grow older or get promoted. You may want to examine whether your relationship marketing program needs to evolve, too.

This kind of long-term outlook on customer service and relationship management requires a commitment of funding and resources from your company. Yet the money spent now will be worth its future payoff. Experts agree the value of any business is directly measured by its customer service. Therefore, remember who's the boss in your business.

Printed from a computer file directly on our Digital Press.

# ALLEGRA NETWORK

■ FILE PREPARATION

■ STAY OR STRAY?



## Just What The Customer Ordered


*Properly preparing  
electronic files for printing*

Five years ago when a business wanted to produce a brochure, they would give a camera-ready "hard copy" on paper. With today's digital technology, files are now given to printers on disk more than ever.

But, is this speeding up the production process? Only when files are prepared correctly.

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“There is only one boss: the customer. And he can fire everybody in the company, from the chairman on down, simply by spending his money somewhere else.”

Sam Walton (1918-92),  
founder, Wal-Mart Stores

A common oversight made by many businesses and organizations is to take current customers for granted. Companies focusing on relationship marketing take the opposite approach. These companies realize how important long-term relationships are to their profitability, and how much can be gained by cultivating existing relationships and concentrating marketing efforts on building new ones.

The following concepts will enable you to begin to apply relationship management techniques to your current customers.

#### **Communicate Early and Often**

Every contact with the customer is an opportunity to increase the chance that he or she will be back. Build frequent


It's the little things that count, too, when it comes to customer loyalty. For instance, thank all customers for their business - and not just for a particular purchase. You might send a card, hand written note or gift from time to time to let them know they're a valued customer. Remember birthdays, too, with a card or phone call. Another friendly gesture is to send a clipping from a newspaper or a magazine article you think they may enjoy. And though you want to be a problem-solver for your customers, don't forget to laugh. Make it fun, and easy, for customers to do business with you.

#### **Get to Know Customers Individually**

Learn the names of your customers.

## **WILL YOUR CUSTOMER STAY OR STRAY?**

### **Keep Customers Loyal With Relationship Management**



interaction with customers into your communication plan, and make sure every contact counts. Listen to what customers are saying. Tailor your communications to fit the needs of individual customers, within the framework of your company's broader marketing messages. Some companies establish toll-free hotlines, suggestion boxes and purchase-follow-up programs. Encourage response and make it easy for customers to contact senior representatives of the company on request.

#### **Cultivate Customer Loyalty**

Develop ongoing programs to manage the relationship. With new customers, focus on programs that motivate trial use or repurchase of your product or service. Later on, implement programs that build preference and real loyalty. Recognize your best customers with a special designation.

As Dale Carnegie said, “A person's name is to that person the sweetest, most important sound in any language.” Research has shown that there is a particular chemical reaction that takes place in our brains when we hear our name. If you or your employees are not regularly using the names of your customers, you are missing out on a technique that can help build a lasting relationship with them.

Also, create a database of current customers. Establish an account for each customer that includes comprehensive information such as family members, hobbies, affiliations, demographics, product preferences and purchasing behavior. Track each customer's purchases, inquiries and interactions with your company. Over time, you'll gain insight into how to market to these individuals more effectively.

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## **JUST WHAT THE CUSTOMER ORDERED**

*Properly preparing electronic files for printing, continued from cover*

**According to industry experts, 57 percent of files customers give to printers are prepared incorrectly or are missing essential information necessary to print the project. In half of those cases, printers can correct the problem, but often they must go back to the customer to obtain additional information. Either way, the result is typically lost production time and added expense. To help avoid these costly errors, and to ensure your project isn't delayed, following is an outline designed to guide you through the process of preparing electronic files for printing.**

#### **Include All Necessary Files**

To speed the processing of your next printed document, include all necessary files, organized on your disk in the following way:

1. Document Folder – only include the last version of the document. Remove older versions and other jobs from the disk.
2. Fonts Folder – include each printer font and screen font used in creating your file to ensure it prints correctly. On a Macintosh computer, fonts are stored in the Fonts folder inside the System folder. On a Windows PC, fonts are stored in the c:/windows/fonts directory. Stick with Postscript fonts whenever available. Postscript fonts are actually comprised of two separate elements: a screen font (bitmap) and a printer font (outline). In order for Windows to use Postscript fonts, the utility Adobe Type Manager must be installed. The alternative, TrueType fonts, which stores all font information in a single file, may cause unexpected problems.
3. Images Folder – include all graphic files and linked files imported into your document. Pagemaker lists all imported files under File: Links Manager.

In QuarkXpress, you'll find them listed under Utilities: Picture Usage. Do not include embedded graphics. Also, importing EPS files within an EPS file and importing it again into a page layout program is called nesting. Minimize the use of nesting because it can cause printing problems.

To avoid leaving any critical information out, take advantage of file-collection utilities offered in layout programs such as Adobe Pagemaker and Quark Xpress. These programs have built in “Collect for Output” features that will collect all the files needed except for fonts. Some programs will collect both.

#### **Organize Your Files**

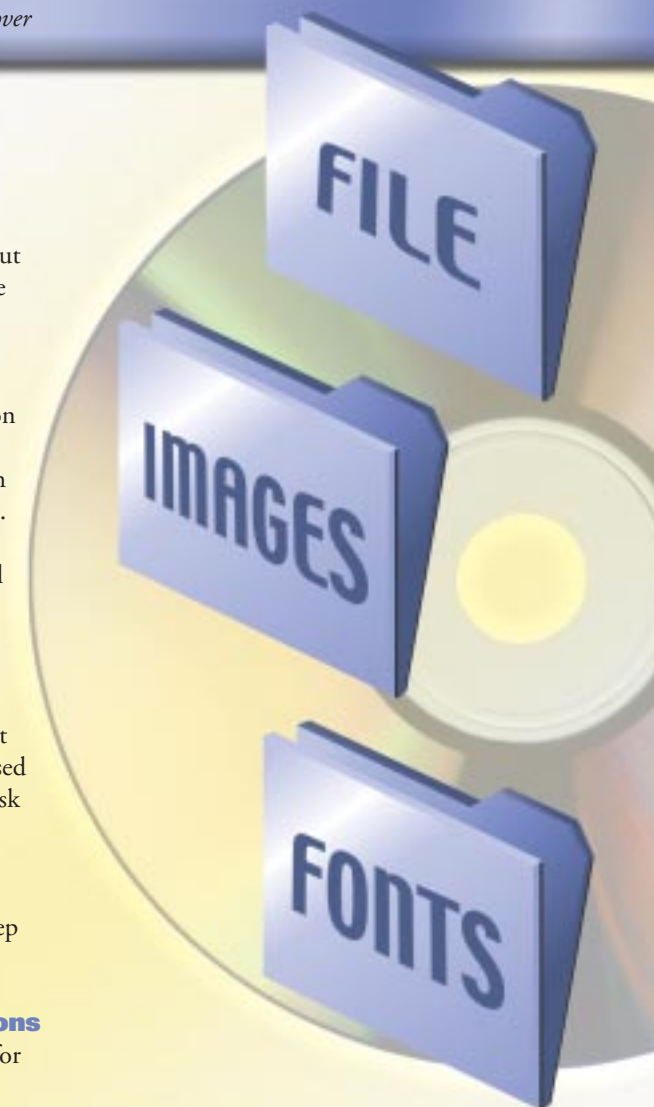
Label each file clearly and indicate what program and version of software was used to create the file. Properly label your disk with your name, address and phone number, and indicate what is included on the disk. Make a copy of all files, fonts and graphics as a back up and keep it in a secure place.

#### **Check Your Color Specifications**

Don't rely on your computer monitor for accurate color reproduction. Colors on your monitor will always appear different when printed, and colors will vary from software application to application. When defining colors, always refer to a printed process color guide for the most accurate representation of printed colors.

Be sure to specify all colors used in your document as CMYK, (cyan, magenta, yellow, black), otherwise known as four-color process printing. This process uses four inks, combined at different percentages on the paper, to simulate a wide range of colors. When combined at their strongest degree, cyan, magenta and yellow form a muddy brown. Black (K) is then added to create a true, rich black. When their values are reduced to zero, CMYK creates white.

In contrast, spot is the application of pigmented ink or inks to paper.



When choosing colors, make sure you don't specify a process color when you really need a spot color.

#### **Include a Proof**

Always include a proof of the latest version of your file. The proof can be in color or a black and white copy printed off any type of printer. Indicate color breaks, too. The printed sample should be the same size as the finished document. A color proof for final approval will then be sent to you. The proof you receive is the final proof to which the printed piece will be matched.

Consult with us to obtain additional file preparation information. We have an electronic file checklist available for you. A checklist is a valuable tool to reduce time spent in the production process and to ensure you get what you ordered.