ENI

With several million customers, ENI is not only Italy's largest utility company, but also the country's largest industrial company. The company with its headquarters in Rome is also one of the leading European stock corporations. ENI ranks 12th place on the list of the biggest European companies. The partially privatised company with around 30 percent of shares held by the state operates in the areas of crude oil and gas production, electricity generation and petrochemicals. Founded in 1953, ENI operates in the exploration of oil and gas fields worldwide, in the supply and sales of electricity and gas to end consumer, and is also operating refineries and petrol stations. In Germany, the company is owner of the petrol station chain Agip. More than 75,000 employees in over 70 countries generate annual sales of almost 90 billion euros.

www.eni.it

Transpromo: customer communication solution

Economic and competitive advantages thanks to integrated marketing and customer information in bills

Postage and shipping fees are just one of many cost items for SMEs. For major enterprises with a large number of customers, however, these fees are a considerable cost factor. The reason for this is the sheer mass of bills: Every month, telecommunication and energy providers send literally millions of bills to their customers. Today, it is common practice to enclose standardised flyers or leaflets to inform customers about promotional offers, bargains and news. Every single sheet

and every gram is a matter of relevance because, in sum, increased postage costs become a considerable expense factor. Further costs are incurred for creation, print and distribution. The Italian energy provider ENI therefore uses the possibilities of transpromo printing (transactional & promotional documents – transpromo). Individual customer information and special offers are included in the bill. In short: The customer receives comprehensive information in one single document.

Intelligent customer targeting

Besides saving costs, improved customer communication played a crucial role in the decision of ENI to implement transpromo printing. Individual customer targeting has become an essential tool of modern marketing: Every document contains targeted promotional offers tailored to the individual customer. This represents a real added value for the consumer and draws his attention. Despite the numerous benefits of transpromo printing, no other energy provider had, at that time, decided to tap the potential

of this solution. Therefore, its implementation gives a clear competitive advantage. The entire workflow from creation to dispatch is performed by the external partners Comdata and Intellidoc. The print service provider POSTEL is responsible for the printing process. ENI is currently creating ten percent of its transaction documents as personalised bills. This corresponds to a monthly print volume of around one million documents.

Proven solution

Intellidoc has for many years been successfully using PrintSoft | PReS for the creation and production of documents. PrintSoft's PReS solution comes with a comprehensive scripting language for document design and production, and also provides the required flexibility for the creation of complex documents. It creates both print-ready AFP data and index files of personalised data and document layouts as well as PDF files for archiving and proofing. An interface is used to import master data; all existing data is already integrated into the bill prior to processing. The import of input data streams is facilitated using data wizards. Other information such as invoice total, term of payment or page number are up-dated on the fly. Text, data, graphics, pictures and barcodes can be merged in any possible combination. Thanks to white space management, the software automatically recognises any unused white space which can be filled with marketing messages, personal messages, dynamic graphics or promotional offers.

Easy integration

Comdata and Intellidoc faced the challenge of adapting the complex document creation process to the specific requirements of the client. Despite the processes being extremely reliable, it is of utmost importance for ENI to have the final control over the creation and production of the documents. To this end, a data sample is submitted to the client for approval prior to printing. In addition, the system has been upgraded with a tracking tool that allows the client to keep track of all processes. A remote control function provides for monitoring of third party service providers such as the print shop. That way, ENI can at any time check on the printing progress. The specifically developed control system provides for maximum efficiency. It ensures the correct sequence of processes and the adherence to predefined parameters.

Mauro de Vecchi, CEO of Intellidoc, sums up his experience with PReS: "The application is efficient, user-friendly and can be easily adapted to customer specifications. All support requests are promptly dealt with." ENI is equally pleased with the collaboration: Electricity and gas customers are targeted using a modern marketing approach. In addition, the company is saving on postage, printing and shipping costs. The future may see an even closer collaboration: According to Vecchi, ENI is currently considering to create all its bills using PReS. This would lead to a tenfold increase of the current print volume.

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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.

www.printsoft.com

About IntelliDoc

Intellidoc is a recently founded company, resulting from the combination of an established Print Service Bureau (Poligrafico Roggero & Tortia) and a young management-team, coming from the Document Automation Services Business. Intellidoc offers professional services in the business areas document automation, processing, composition and delivery, hybrid mail and other postal services.

Our Core-activities are located in two major business areas – Direct Marketing and Business Communication.

www.intellidoc.it