

CASE STUDY

PAGEFLEX®

Campaign Summary

Objectives

- Automate the manual process for sending out weekly reminders
- Increase response rates
- Save money on production and processing costs
- Foster positive relationship business partners and consumers

Results

- Significant increase in response rate resulting in tens of thousands of orders
- 700 to 1,000 postcards are mailed each week
- Production time reduced from three days to a matter of hours



MSP Digital Direct Uses Pageflex to Automate Weekly Refill Reminders for VetCentric

Program Overview

VetCentric is a complete veterinary pharmacy fulfillment company that works in partnership and with independent veterinarian clinics around the country. These partnerships combine VetCentric's prescription fulfillment processes with the brand of the veterinarian to provide the clinics' clients with delivery of nearly any prescription medication and specialty service their pet needs.

Each week, VetCentric mails refill reminders to clients of the clinics that they partner with. These reminders provide an opportunity to sell renewals to prescriptions and sales of other products and services offered by Vetcentric. The refill notices were sent out as an 8½" x 14" letter that was

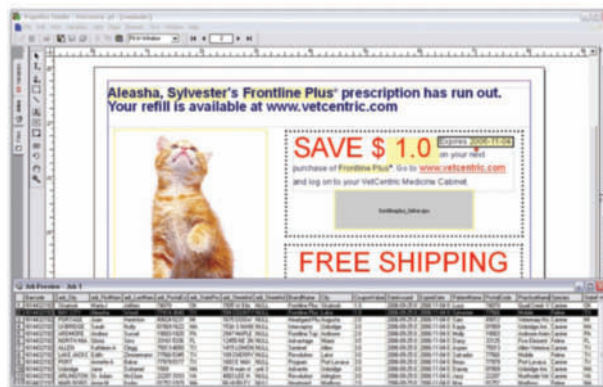
produced on a laser printer and required one full day of printing. After printing, the project would require two additional days for folding, inserting, sealing, and metering.

This process was time-consuming and required a great deal of manual involvement. And because it was produced weekly, VetCentric was becoming more and more concerned about costs.

Variable Data Makes Reminder More Compelling

VetCentric worked with Pageflex customer MSP Digital Direct to create an efficient program to automate their weekly refill reminder process. Using Pageflex Form Driven Customization

PAGEFLEX



The first step was to redesign the mailer from its letter format into a jumbo postcard. Because variable data was being added to the mailer, the text could be edited down from a long detailed letter to one simple paragraph.



