



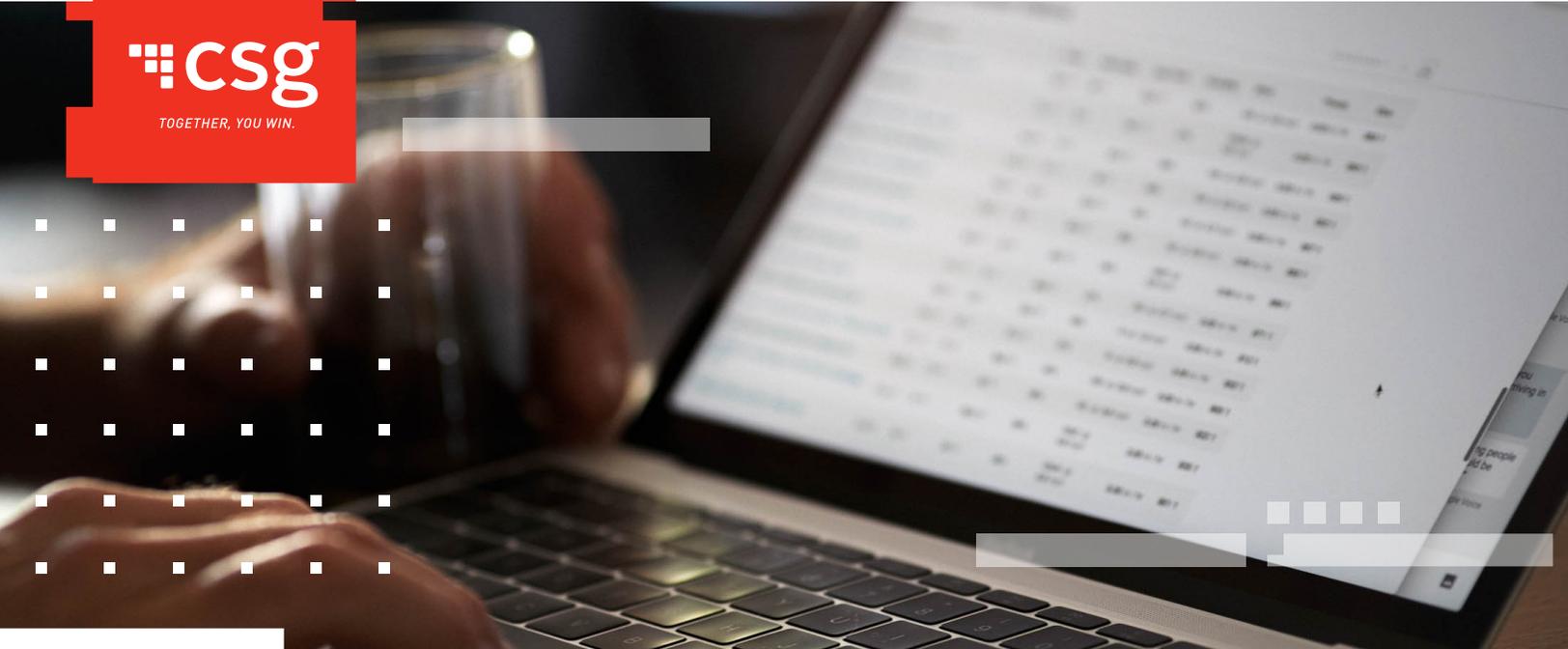
RUN AND GROW YOUR BUSINESS USING COLOR

**WHY YOUR STRATEGIC
COMMUNICATIONS NEED TO BE
PRODUCED IN COLOR**

A WHITE PAPER



TOGETHER, YOU WIN.



IF YOU'RE NOT INTEGRATING COLOR INTO YOUR BUSINESS COMMUNICATIONS, YOUR ORGANIZATION MAY BE MISSING A BIG OPPORTUNITY. NOT ONLY IS COLOR ONE OF THE BEST WAYS TO PRODUCE COMPELLING COMMUNICATIONS, IT'S MORE COST-EFFECTIVE THAN MANY REALIZE. IN THIS PERSPECTIVE, WE LOOK AT THE VALUE PROPOSITION OF COLOR PRINT PRODUCTION AND EXPLAIN WHY IT IS CRITICAL TO YOUR SUCCESS.

THE IMPACT OF COLOR 2.0

Color production has a long history of being considered too expensive, but that misperception has translated into many missed opportunities for public and private sector organizations. **In fact, color is the killer app in 2018.** Today, digital technology has dramatically reduced the cost of print. Research over the past 25 years has repeatedly confirmed the power of color in influencing consumer behavior.

Color stimulates emotions and also increases learning and recall; both are critical in growing and running your business. There is no doubt about the effectiveness of using color to move people to the intended action and achieve the desired outcome.

COLOR: A COMPELLING VALUE PROPOSITION

- Facilitates cost-effective print production
- Dramatically increases response rates and active engagement
- Heightens information recall and retention
- Supports a marketer's critical goal of producing highly relevant communications
- Differentiates your messaging and your organization

IN LIVING COLOR

A growing body of research highlights the effectiveness of using color instead of black-and-white in every important facet of a communication, from education to purchase intent, to retention, to customer loyalty.



FIFTY-FIVE PERCENT OF PEOPLE ARE MORE LIKELY TO READ A COLOR COMMUNICATION THAN ONE IN BLACK-AND-WHITE.

In terms of response rates, color is dramatically more effective. Color enhances the acceptance or rejection of an item by up to 60 percent and improves payment response time by 30 percent. A study by CAP Ventures found that full-color variable documents also enhanced customer loyalty and retention, including a 48 percent increase in repeat orders.

COLOR PRODUCTION: MANY BENEFITS

If color is so effective, why do organizations still have reservations about it?

Many organizations still believe that color communications are more expensive than black-and-white. In truth, color can save time in the production process, while delivering stellar results, if your production capabilities or production partner uses print-on-demand technology.

Color also helps streamline operations in a way few anticipate until they have experienced the benefits. Because color delivers the message with greater clarity and impact, fewer calls wind up going to a call center. When printed in color, information such as the payment due date or what information a customer needs to receive a warranty are clearer, and that quiets the phones.

Color has a very positive effect when trying to motivate customers to take a specific action. Color will increase the number of people who phone a call center when directed to activate their offer or take the next step of engagement.

That's why many companies today will send a color picture with a limited set of instructions rather than multi-page booklets with black-and-white fonts.

COLOR BY THE NUMBERS

- Color in documents increases learning and retention of facts by 78 percent
- 70 percent of readers locate the information they need when it's in color
- Color boosts brand recognition by up to 80 percent
- 55 percent of people are more likely to read a color communication than one in black-and-white
- Color-enhanced invoices increase the likelihood of faster repayment by 30 percent or increase the probability of full payment by 2.5 percent



COLOR PRINT-ON-DEMAND: GETTING STARTED

In executing a campaign optimized for color, it's useful to begin by identifying the objectives and metrics, and then review all existing customer data that could help shape the initiative and offer. It's critical to determine early on the metrics, baselines, other reporting criteria, and any data deficiencies before the tactical execution begins.

Once a communication effort begins, results should be measured mid-campaign and adjustments should be made accordingly. Predictive modeling can be used to make the campaign adjustments that much more effective. With each successive campaign, there is an opportunity to collect better information. The goal is to improve response rates in every campaign iteration.

Increased response rates are important, but it's also critical to apply the positive impact of color to every communication.

TYPICAL STATEMENT PRINTED ON SHELL

STATEMENT IN FULL VARIABLE COLOR

Accent colors draw attention to important information

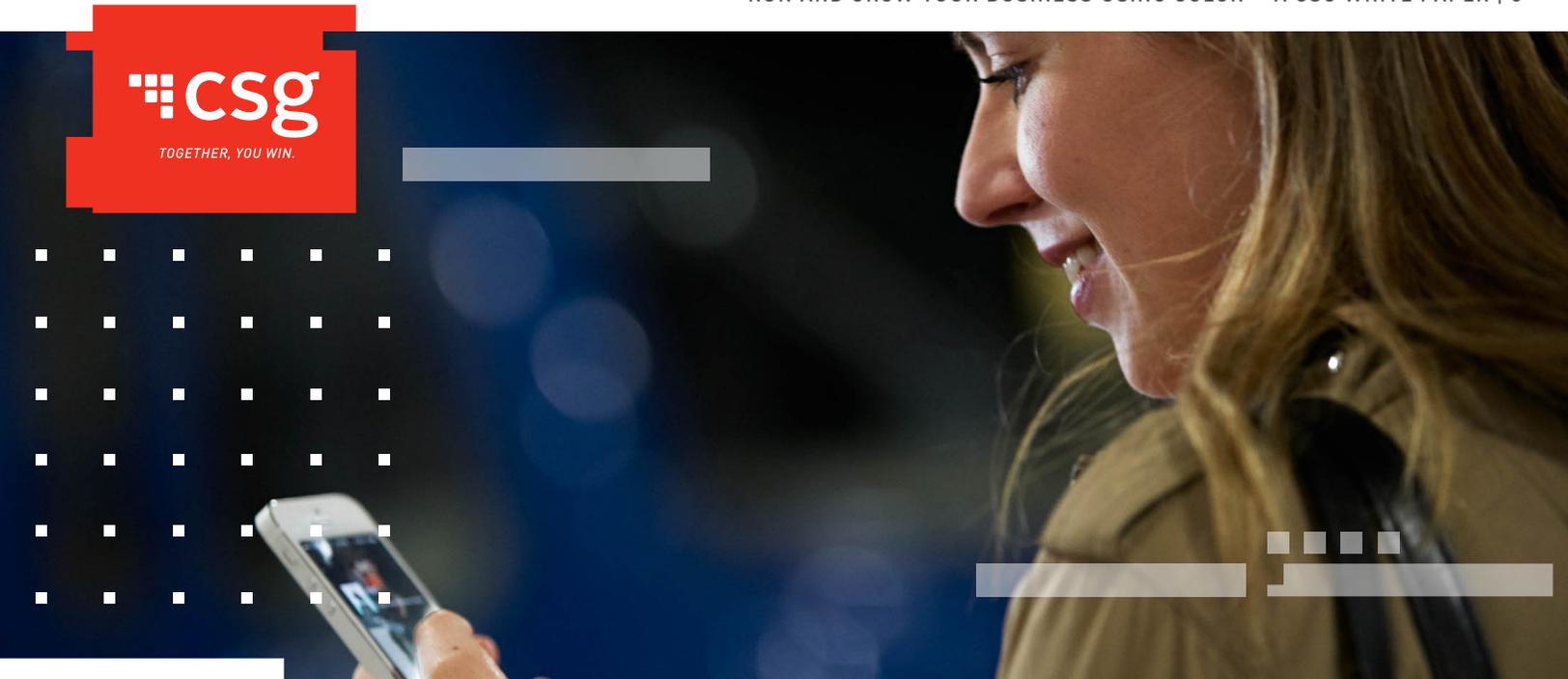
This image and offer change based on the customer's needs and preferences

Offer is tailored based on prior behavior and usage

Accent color draws attention to important information



TOGETHER, YOU WIN.



THE BOTTOM LINE

Humans are guided by first impressions. Color wows most every audience and motivates them to take the intended action—from paying an invoice, to buying a product or solution to calling you for more product information to reducing inbound help calls. At the same time, on-demand color printing has become so affordable that organizations that fail to use it are missing an opportunity. Because of the cost advantages of color over black-and-white, can you afford to use anything but color in your strategic business communications?

Sources

InfoTrends, HP Color Effectiveness Study, September 2011; Excerpts from POPAI Reports, 2003-2004; Little Brown & Co., New York, 2005; Gladsen Interactive, Inc., 2004; Dr. Morton Walker, The Power of Color, Avery Publishing Group, 1991; Ronald E. Green, “The Persuasive Properties of Color,” Marketing Communications, October 1984; Loyola University School of Business, Chicago, IL, June 1999; “The Value of Color in Transactional Statements,” 2004; Romano & Broudy Study for the Digital Printing Council; InfoTrends: Loyola University and Other Studies



WORK WITH CSG

CSG is a provider of strategic business communications and one of the nation’s leaders in using advanced color technologies to create communications with maximum impact. We provide fully integrated, end-to-end solutions for secure data management, multichannel communications, offset and digital printing of material, storage, order fulfillment, distribution management, and direct mail.

We understand complex program design and management, and we have unmatched institutional experience in delivering exceptional results. We provide proactive program management, securely handle and manage all materials, orders and data, and have superior technical expertise with storage, order management, fulfillment, printing and multichannel distribution assets.

CUSTOMER ACQUISITION & DEVELOPMENT

CSG helps you increase the lifetime value of your customers. We facilitate customer engagement and drive revenue by delivering world-class strategy, technology and fulfillment. We turn data into business intelligence to help your team understand consumer behavior. Then we create compelling offers and calls-to-action that motivate consumers to act and keep them coming back to you.

END-TO-END PROGRAM MANAGEMENT

CSG can manage the entire order and fulfillment supply chain, from material development and design to production, storage, ordering, picking, fulfillment, and distribution, to audit and compliance reporting.

Our process employs formal security and cyber safeguard procedures that protect confidential data. We apply state-of-the-art technology and expertise that offer you maximum control, flexibility and transparency while maintaining the absolute integrity of their information and materials.

GROW YOUR BUSINESS WITH US

Our teams create the strategy to increase revenue and market share.

- Acquire new customers
- Upsell products and solutions with more features
- Cross-sell products—offer new products to existing customers
- Build customer loyalty and renewals
- Accelerate customer response via digital and mobile channels
- Identify the most profitable and least profitable customers
- Raise the response rates of hard-to-reach consumer populations
- Use effective analytics and sophisticated models to accelerate marketing growth
- Reduce customer acquisition costs by increasing the effectiveness of your marketing communications efforts



RUN YOUR BUSINESS WITH US

We deliver a wide range of cost-effective, high-quality solutions.

- Redundant IT servers and FTP communications with formal cybersecurity protocols to guard all data and processes
- Variable digital full-color imaging operations to personalize and customize communications
- Conventional offset 4-color printing operations
- ePresentment communications to accelerate payments
- Email communications and tracking
- Text communications and confirmation
- Intelligent inserting and mailing operations
- Automated kitting and fulfillment operations
- National distribution from coast-to-coast to speed delivery ensures no disruption in business
- Tracking and auditing from receipt of data to mailbox

A CONSULTATIVE PARTNER

CSG serves as a consultant, a collaborative contributor, and a trusted expert. We add value and improve results to all of your deliverables—letters, forms, statements, digital media, marketing services and more.

For more information, contact marketing@csgi.com.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).