

Leverage Your White Space to Enhance Customer Experience

Turn your transactional documents into a powerful marketing tool. Eddoc Weaver provides you with a tool to take advantage of the white space on invoices, bills, and order forms to :

- Sustain customer loyalty
- Increase customer response rates
- Create up-selling/cross selling opportunities



Create a sales message with data mining. In this example, the customer number (on top) and the invoice amount (bottom) were extract to produce a call-to-action message.

ABOUT EDDOC WEAVER

Eddoc Weaver is a component based software designed to seamlessly integrate with hardware and systems existing in organizations to improve operational efficiency and enhance customer experience. Eddoc Weaver is used in organizations to optimize, re-engineer, and repurpose “print”-ready output to achieve improved profitability.

Eddoc Weaver’s unique architecture features extensive research and development offering, customers a highly flexible and cost-effective solution to streamline work processes.



FUNCTIONS OF EDDOC WEAVER

- Split
- Merge
- Sort
- Insert Boundaries
- Format conversion
- Insert/Extract Text
- Insert/Extract Image
- Accounting/Validation

- Insert/Delete Pages
- Edit Media
- Simplex/Duplex
- Imposition
- Insert/Extract OMR
- Insert barcodes/2D codes
- Execute script
- Plug-ins - Postal

BENEFITS

Enhancing documents in legacy systems is time consuming and costly. Eddoc Weaver creates effective communication quickly and automatically with your existing documents and systems. Marketing messages are inserted based on extracted customer data and matched to individual target groups' characteristics. Just set conditions, extract variables, insert targeted messages and create output. Eddoc Weaver provides you with a simple and cost-effective solution to increase your upselling/crossing selling opportunities and customer response rates.

FEATURES

DATA MINING

Create an effective marketing tool with personalized and relevant information. Use Eddoc Weaver to extract text from various sources to produce and insert a highly targeted communication to your customers.

USE BUSINESS LOGIC

Capture upselling/crossing selling opportunities. Applying the right rules for the extracted data can generate a customer communication that is essential to your strategy. Whether your goals are:

- foster customer loyalty
- increase response rates
- sell more

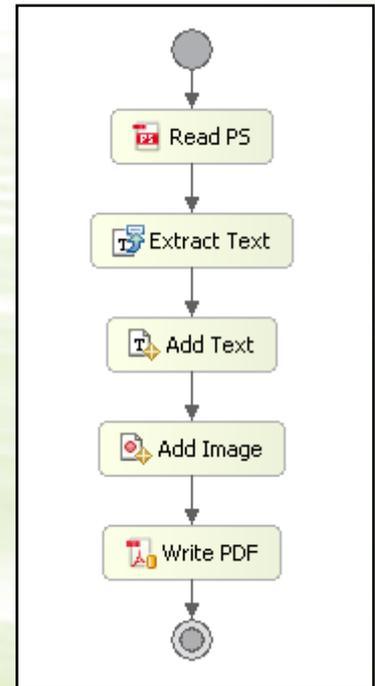
Eddoc Weaver can help you create the right business logic to accomplish them.

DRAG & DROP GUI

Quickly adapt to departmental needs and easily implement a marketing campaign in-house. To stay competitive, companies need to quickly respond to opportunities. Eddoc Weaver's easy-to-use GUI allows the marketing department to produce communication at fast turnaround times.

ENVIRONMENT-FRIENDLY

Reduce costs of attaching inserts. Eddoc Weaver reduces the amount of hidden waste direct mail can produce. Use Eddoc Weaver to create a more sustainable workplace by reducing manual handling errors, reducing extra pages with inserts, and providing a choice of channels: web, email, or print.



An example of a workflow that extracts text from your sources and inserts an image and text according to the texts.

Additional Opportunities

The requirements allows you to easily leverage white space on all customer communications and increase efficiency with distribution channels. Below are optional components that will delivers you more:

- Include barcodes or websites to direct customers to personalized sites containing more information
- Conditionally direct mailings into an electronic stream upon request
- Insert pre-printed materials into mailings based on conditions
- Pre-sort mailings to take advantage of postal savings

REQUIRED MODULES

Eddoc Weaver Base Engine, Eddoc Designer, Read & Write format

Additional

Barcodes, 2D codes, QR codes, OMR codes, Read/Write PDF, Read/Write PostScript, Read/Write AFP