

Case Study



Production Printing & Media



BBVA Bancomer Finds Success in TransPromo

A Financial Services Industry Case Study

Prepared for:



Introduction

Gráficas Corona is a leading marketing service provider in Mexico that has implemented a solution to support its telecommunications, insurance, and banking customers by placing promotional, educational, and informational messaging alongside transactional data—a process referred to as “TransPromo.” One of its banking customers, BBVA Bancomer, has found that using TransPromo improved customer communications and increased response rates to offers. This case study outlines BBVA Bancomer’s success.

Key Highlights

- BBVA Bancomer, one of the largest financial institutions in Mexico, was seeking an improved process for its customer communications.
- Marketing services provider Gráficas Corona brought a TransPromo solution to BBVA that leveraged their bank statements as a primary communication channel.
- Gráficas Corona is driving its TransPromo document composition process using solutions from GMC Software Technology.

BBVA Bancomer Finds Success in TransPromo

BBVA Bancomer, one of the largest financial institutions in Mexico, was seeking a measureable way to deliver targeted communications to its customers in an efficient manner. Gráficas Corona approached them with a solution in the form of TransPromo and began influencing change in the way that BBVA viewed their customer bank statements. Using this approach, BBVA could integrate the interests of marketing, finance, product, strategy, purchasing, and customer acquisition departments into a singular customer communication that served each department’s needs.

Figure 1: BBVA Bancomer Statement



BBVA began with a pilot launch to test effectiveness and refine their approach. They established three primary metrics to review the pilot's success:

1. Redemption rates for TransPromo offers compared to a control group
2. Customer satisfaction interviews
3. An overall analysis of return on investment

Using these metrics, BBVA determined that the results of the initial pilot were favorable. While the cost analysis and return on investment data are confidential, Alberto Basulto, Director of Marketing and Advertising at BBVA, stated "We no longer have to send costly direct mail pieces for each department's communications. Beside the fact that our customers prefer this approach, our new integrated bank statement has brought us substantial cost savings, as well."

TransPromo drove customer retention initiatives by providing targeted information through the bank statement, while also driving customer acquisition through cross-selling and up-selling initiatives. In addition, using full color communications has helped highlight key information, as well as draw additional attention to the promotional messaging on the statement. After conducting the initial pilot, BBVA realized that their customer data was even more valuable than originally anticipated. This led them to refine their offers, thereby making the customer communications highly relevant and creating qualified sales leads.

Ultimately, BBVA overcame implementation challenges, including organizational alignment on primary objectives and ensuring that the TransPromo bank statement redesign still conformed to Mexico's regulations regarding statement design. For companies considering TransPromo, Basulto said "Analyze how well you know your customers and their behaviors. If you know them well, then a TransPromo approach will allow you to create highly-targeted offers within a business document that gets opened and read more than anything else received through the mail."

Gráficas Corona: Adding TransPromo to the Services Mix

Before Gráficas Corona approached BBVA Bancomer with a solution, they had undergone a transformation to better position the company. Over the last 15 years, Gráficas Corona launched an advertising agency to augment its direct mail print business and evolved the services portfolio to include image and content personalization as well as TransPromo communications. Juan Estrada, Owner and President of Gráficas Corona, reflected "When I was approached by GMC Software Technology two years ago about the synergies with my direct mail advertising business and TransPromo communications, I realized that this application would bring tremendous value to my customers." In fact, for Gráficas

Corona, TransPromo communications mean 4.5 million opportunities to add value to customers' bills and statements *each month*.

Moving to TransPromo

Gráficas Corona had been using solutions from GMC Software Technology for several years, making the move to TransPromo communications a logical transition. "At GMC, we were excited to be given the opportunity to introduce TransPromo to Gráficas Corona," said Pascal Charnay, Managing Director of GMC Mexico. "Having successfully delivered similar solutions to other organizations, we knew that we could help Gráficas grow their business and deliver added value to their clients."

For Estrada, TransPromo represents a fresh new concept, and he views it as yet another way to differentiate Gráficas Corona from its competition. "TransPromo represents a merger between transactional printing and marketing that can add significant value to what we provide to our customers," he explained. Estrada believes that TransPromo communications can be particularly helpful to businesses that are striving to reduce their paper consumption, provide targeted communications, transform statements into communications media, and become more financially independent.

Although Gráficas Corona has been enthusiastic about adopting TransPromo, the implementation did not come without its challenges. One of those challenges was in data management. When data is managed in separate silos, it requires a solution like GMC to help bring that data together and use it intelligently. Finally, Gráficas Corona had to justify the price premium that a customer would pay for TransPromo communications versus traditional bills and statements, making it important to promote return on investment and overall impact.

Gráficas Corona looks forward to continuing to enhance the value of the BBVA Bancomer statements, along with transitioning other customers to TransPromo communications. As customers become more comfortable, Estrada expects that the statements will become even more targeted to specific customer needs, enabling companies like BBVA to cross-promote more of its products and services, along with partner advertising. In regard to advice for other companies seeking similar TransPromo success, Estrada concluded, "It is very important to break down the traditional mindset of a bill or a statement and re-invent its value as a customer communication tool—embrace the chance to evolve."

InfoTrends' Opinion

InfoTrends research shows that bills and statements are opened and reviewed more than any other document received by mail. As marketers begin to better understand the opportunity to improve customer communications through these transactional documents, the demand for providers capable of producing TransPromo documents will grow. Driven by the direction and support that GMC Software Technology provided, Gráficas Corona's journey is a great example of how a provider can come together with its partners to deliver a winning TransPromo solution for customers like BBVA Bancomer.

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