



60%

Increase in
production capacity

Provide Integrated Colour Statements to Customers

The Challenge

- Improve customer communication by providing customers with a single statement, printed in colour.
- Reduce the cost and time taken to print integrated statements for different bank cards.
- Use statements for cross-selling and campaign promotion.
- Reduce environmental impact of document printing.

The Solution

- Implementation of high-speed, robust colour technology.
- Innovative Xerox printer technology

The Results

- Personalised, colour statements with promotional messages.
- 60% increase in production capacity combined with reduced printing costs.
- Environmental targets achieved.

Country:



Spain

Key Customer Benefits:



Cost reduction



Environment



Customer-centricity