



**C6100dn**

## **IMPROVE BRANCH OPERATIONS WITH ON-DEMAND PRINTING SOLUTIONS**

**Achieve Cost Savings, Improve Customer/Member Service, and Gain Cross-Selling when Utilizing On-Demand Printing Solutions in Branch Banking Operations.**

**By Alexander Vergara & Valeria Phillips**

With the continued interest in the overall effectiveness of branch banking operations, new printing technologies and system solution applications have provided the banking industry with ways to save money, improve customer service, and increase cross-selling effectiveness. Up until the recent advances in color laser printing technology, the only way to provide high quality, eye popping products and promotional materials for banking customers was through expensive off-site printing. Today, companies such as Oki Data Americas and Advantage Branch & Office Systems have teamed up to provide alternative on-demand printing solutions, which save printing costs, simplify branch marketing, improve customer service, and offer more cross-selling opportunities for branch operations.

### **Annual Cost Savings**

The creation of new technological solutions has been the driving force in achieving operational efficiency gains throughout the world as we enter the 21<sup>st</sup> Century. The banking industry has been fundamentally altered with the introduction of new technologies for ATM's, E-Banking and Check 21, not to mention the myriad of "back room" technologies that have improved operational efficiencies. Yet, for most branch operations, bank products and promotional materials are delivered the same way they have been for decades, with static, tri-fold brochures sitting in a rack!

So let's start by looking at the cost implications of using today's technology to accomplish the same thing. The table below offers a cost comparison between the annual costs of traditional off-site printed, tri-fold brochures vs. today's color laser printing solutions. Obviously, some assumptions have to be made on the total quantity of brochures printed

annually, the average costs, waste factors, and storage/distribution costs. We have used what we see as average figures, based upon past experience. You can plug in your own actual costs and run the same analysis. However, fundamentally what you will find is that there is a strong economic case for moving into the 21<sup>st</sup> Century of on-demand printing, not to mention the elimination of the operational burdens of storing, handling, replenishing, and maintaining the flow of pre-printed brochures.

**Annual Savings Off-site vs. On-Demand Printing**

		Off-site Printing*	On-Demand Printing**	Savings/Yr./Branch
Off-Site Print Run Size***	Off-Site Print Cost/Copy***	9600 Brochures Costs/Yr./Branch	4800 Brochures Costs/Yr./Branch	
500	\$1.25	\$12,000	\$1,315	<b>\$10,685</b>
1,000	\$0.64	\$6,144	\$1,315	\$4,829
5,000	\$0.19	\$1,824	\$1,315	\$509

\* 800 Brochures/Product x 12 Products/Branch = 9,600 Brochures/Branch with 50% waste (discard) factor. **NOTE: FIGURES DO NOT INCLUDE THE COST OF SHIPPING, STORING, HANDLING, AND REPLENISHING.**

\*\* 400 Brochures/Product x 12 Products/Branch = 4,800 Brochures/Branch with 0% waste factor. Oki C6100dn \$1,499 capital cost with 3 year depreciation, \$0.12/copy consumables @ 24.01% coverage, \$0.05 high quality paper stock/sheet.

\*\*\* Off-site printing costs obtained from local printing shops; prices may vary.

**Customer/Member Service and Cross-Selling Effectiveness**

Let's also look at the effectiveness of both increasing customer service and accomplishing the ultimate goal of cross-selling customers/members into other products and services. The 20<sup>th</sup> Century solution was to pre-print brochures; stick them in a rack and hope that customers would find what they want; write out all the information required in a *generic* form; and "apply" for a new product or service. The best that a Customer Service/Member Service Representative or Teller could do is hand the person the brochure or application form and ask that they fill out all the information required, and return it to them. Oh yes, don't forget to take the "current" interest rate sheet with you, since the rates change faster than the brochures.

Compare that scenario to being inside any large department store, with your items in hand at the cashier's station, and conveniently walking out with your purchases charged to your new department store credit card; now that's a true "retail" environment. A fast, efficient, customer-centric approach is in no way associated with static, out-dated, tri-fold brochures sitting in a rack!

It's time to look at new alternatives that incorporate today's technology. We'll start at the check desk location, where there is typically no branch personnel interaction. Using today's technology, a customer can choose a product brochure on a simple touch screen monitor, using both graphic icons and easy to read labels. With the simple touch of a screen, a high quality color "generic" copy is printed out for their use. Alternatively, they can also be provided with a keyboard and electronic signature pad, and access the same material in a "smart form" mode – just fill in their name and account number, electronically sign the form, and print out a completed application. The Oki Data C6100dn Printer, combined with the Advantage Branch Display Desk™ (which also houses a touch screen monitor, keyboard, electronic signature pad, and PC), is all that is needed to transform that old check-desk into a 21<sup>st</sup> Century approach to conducting business, with enhanced customer service features.

Moving over to the teller station, which is now outfitted with an Advantage Branch Console™, including an Oki Data C6100dn printer, your teller is able to quickly and easily cross-sell customers using an outboard (customer) privacy monitor, an electronic signature pad, and Oki's high speed on-demand printer. In this case, the teller is able to suggest products and services, display the required disclaimer statements for the customer to read, and execute a completed sale in less than two minutes - with printed copies for both the customer and the branch. Now that's retail banking! Also, not to be left out, the CSR's/MSR's office is also outfitted with either an Advantage Branch CSR/MSR Desk™, or an Advantage Branch CS Interface™ (complementing the existing desk), and an Oki Data C6100dn Printer to incorporate the same use of technology.

## **Summary**

Technological advancements have provided for major changes in how we conduct business. Applying a few of these advancements to the branch banking environment can save money, improve customer/member service, and increase branch operation effectiveness. Oki Data Americas (<http://www.okidata.com/mkt/html/nf/Home.html>) and Advantage Branch & Office Systems ([www.advantagebranch.com](http://www.advantagebranch.com)) have partnered with other industry leaders to create the Advantage Branch System Solution™ in order to make these products available to the banking industry. These tools exist today to transform branch operations into true customer oriented, retail banking environments.

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