

# Xerox® 700 Digital Color Press and Xerox® 4112™/4127™ Copier/Printer

## A solution that makes good financial sense



In these times of increased regulations and mergers/acquisitions, financial services firms are feeling pressure to not only stay competitive but show growth despite challenging business and economic conditions. Now more than ever, customers want more from their banks, mortgage lenders, investment advisors and credit unions. They want you, their financial services provider, to understand their needs and exceed their expectations for service, timeliness, accuracy and accessibility. One way to provide a positive customer experience and maintain customer loyalty is through high-quality, personalized, secure documents. Xerox can help you create these, save money and retain customers.



# Retaining customers requires more effective communications

At Xerox, we understand the value of customer loyalty and the impact it can have on your business. We believe that what you say and how you relay it to customers can directly affect retention. We can show you ways to increase customer retention and grow your business.

## Start by reaching customers in new ways

To strengthen customer relationships, you need to leverage the potential of every customer touch point—to reach out and communicate clearly, using relevant, data-driven, targeted messaging. We have all the right tools and technology to help you reach your customers.

By combining the superior image quality of the Xerox® 700 Color Press with the flexible monochrome output of the Xerox 4112™/4127™ Copier/Printer, your communications can help you reach customers in a whole new way. We can show you how to:

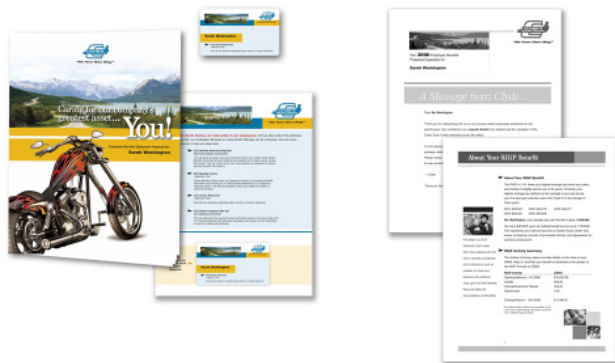
- **Strengthen customer relationships**—Transform statements, portfolios and bulk mailings into powerful, targeted TransPromo communications. The Xerox 700 and Xerox 4112/4127 give you production level capabilities to handle complex jobs, variable data printing and color—all important elements to increase customer response rates.
- **Deliver superior image quality**—Keep marketing production in house and deliver consistent, crisp 2400 x 2400 dpi text, solids and images at speeds up to 70 ppm color and 125 ppm black and white.
- **Create new applications**—With the Xerox 700 and Xerox 4112/4127, you can run full bleed, one-to-one, professionally finished documents in a combination of color and black-and-white, saving you money while at the same time attracting attention and getting results.



Xerox 700 Digital Color Press



Xerox 4112/4127 Copier/Printer



- **Build your business**—You choose the finishing capabilities that meet your needs to boost output volume, produce a wide range of communications faster and professionally finish them inline.

## New opportunities for growth

From internal publications to high volume transactional documents, pairing the Xerox 700 and Xerox 4112/4127 makes good financial sense. With functionality that gives you greater flexibility, you can make all your communications work harder for you.

The Xerox 700 and 4112/4127 work side by side to let you combine the high value color and low cost monochrome to deliver high-quality reproduction of text and images with polished professional output so you can keep both confidential and marketing material in-house. With the wide range of inline finishing choices and variety of media, you can produce a wealth of applications, such as proposals and pitch books, personalized marketing campaigns, brochures, portfolios and integrated statements and training materials.

Create personalized, professionally finished marketing campaigns, portfolios and statements in house to improve retention and reduce material and mailing costs. Strengthen relationships with high net-worth clients by offering relevant cross-sell and up-sell campaigns to increase loyalty. Increase visibility with coated and uncoated stocks and specialty media options. The Xerox 700 and Xerox 4112/4127 give you the tools you need to connect with customers, grow your business and improve your bottom line.

