

FERRELLGAS | ENERGY PROVIDER

Ferrellgas is a Fortune 1000 company that provides propane service to approximately one million homes and businesses in the United States through their Blue Rhino and Ferrellgas brands.

IN THEIR WORDS

“By moving to print on demand with deeper variable data fields, we are able to demonstrate to our customers that we know them, we know their needs, and we know when it’s time to come take care of them thanks to our timely, automated Will Call Reminder Program.”

Brian Mater, Ferrellgas Marketing Manager



THE PROBLEM

EFFICIENT & TIMELY COMMUNICATION CAMPAIGN TO CUSTOMERS

Ferrellgas wanted to make it easy for customers to monitor their own fuel supplies and contact Ferrellgas when they needed a delivery.

The company used two printers; one to print four-color shells in bulk and a second to laser print variable data to remind customers who were likely to need a refill. This was time intensive for staff each week and postage had to be pre-paid before the reminders could be sent. It also made it difficult for the company to change art, design and other elements of the 300,000 postcards it mailed each week.

THE SOLUTION

A PRINT-ON-DEMAND AUTOMATED SYSTEM

NextPage helped Ferrellgas set up a template library for its postcards and automate production of its reminders with specific information for each customer about how many gallons were delivered



last, the last date of delivery, and the expected propane need of that customer.

This [print-on-demand/print automation](#) solution decreased staff involvement and turnaround time, and allowed Ferrellgas the ability to make changes to the campaign as needed.

Now 30 percent of customers take action or call after receiving a reminder mailing, compared to a response rate of 15 percent under the non-automated system.

 **THE RETURN****15% INCREASE IN
CUSTOMER RESPONSE**

Ferrellgas reduced its turnaround time from five days to 48 hours and removed the need for the postage to be calculated and pre-paid. In addition, Ferrellgas staff time has been reduced by around 100 hours per year and the response rate from the reminder campaign has doubled since converting to print on demand and incorporating even more variable fields.

