



## REDEMPTION PLUS

Redemption Plus is a leading provider of redemption toys and incentive merchandise to family entertainment centers, educational learning centers, and fundraising agencies.



In addition, the static nature of the catalogs did not reflect prices offered to each customer, causing confusion and minimizing sales. Additionally, each time a sales representative sent a catalog to a prospect or customer, he also had to manually create, print and include a [personalized pricing guide](#), a 10-to-15 minute process.

## THE SOLUTION

### AN ON-DEMAND CATALOG AND PRODUCTION SYSTEM

NextPage created an [on-demand catalog ordering](#) and production system able to print customer specific catalogs by accessing the Redemption Plus' inventory database, thereby pulling only the items currently available to each specific customer.

*The system also regularly checks the database for new or updated products.*

The new system personalizes catalogs per customer, and catalogs can be ordered individually through an online portal and shipped to the prospect or customer within three days. Electronic versions of the personalized catalogs are also available immediately to sales representatives, allowing them to follow up quickly with prospects by emailing them a personalized catalog.

## THE PROBLEM

### UPDATING PRODUCT CATALOGS WITH INVENTORY AND VARIABLE PRICING

Redemption Plus updates product mix and inventory levels regularly. The bi-annual catalogs are unable to adequately showcase their personal service and evolving merchandise as they are constantly changing.

*Unfortunately, the catalogs were outdated almost as soon as they were printed.*



## THE RETURN

### **REDUCED CATALOG ORDERING PROCESS FROM 15 MINUTES TO 30 SECONDS**

NextPage's automated catalog personalization and production system sped up Redemption Plus' catalog creation and mailing process from 10- to-15 minutes to 30 seconds per catalog, saving sales time and shortening the sales cycle. The total number of catalogs produced has decreased, while follow-up with targeted prospects and customer has improved.

*The system also allowed Redemption Plus to send catalogs to individual qualified leads as they arise, eliminating waste due to outdated or unused static catalogs.*

