



Lamson Paragon

GROUP OF COMPANIES

Issue 5 — December 2009

MESSAGE FROM OUR MD

Well another year is almost over. I know many of us have experienced some trying times so lets hope that 2010 is a more successful and rewarding year for us all.

Cheque-Mates continue to research and develop new products that help you provide a more cost effective and efficient service to your clients. There is an article in this newsletter regarding the latest product released by Cheque-Mates.

On a sadder note Annette Dredge my Personal Assistant for nearly 14 years is retiring on 3rd December. She will be greatly missed by myself and the rest of the team at the Lamson Group. Her knowledge of our industry (and mothering ways) will leave some big shoes to fill. We wish her happiness forever in her retirement.

Let me take this opportunity to wish you and your families a Healthy and Happy Christmas and prosperous New Year.

Regards
Arthur Frost



Yet another industry leading initiative from Cheque-Mates Pty Ltd

CM Complete is an efficient new way to conveniently post mail directly from your desktop computer. By simply clicking a button on your computer, mail is transferred electronically to our CM Complete Solution. Your mail is then automatically barcoded, printed, folded, enveloped and lodged into the Australia Post network. Australia Post will then deliver your letters as normal business mail. All of this without even leaving your chair.

The most efficient, effective and profitable way to produce desktop and short run mail. Giving you higher quality mail at a lower cost. All without leaving your desk. The soft cost savings are unbelievable.

You can also simply fill in a template, attach a mail list, then press send and let Cheque-Mates take care of the production and mailing. It is really that simple.

CM Complete is the mail solution designed to provide complete branding control, letting you centrally control the content and appearance of correspondence, locking and un-locking individual components at the user level.

Whilst ensuring corporate standards are met you will be automating your own mail production. Using CM Complete you control the entire document creation process.

Documents created can even be edited online allowing you to fully personalise documents ranging from customer correspondence to targeted messages in transaction documents such as invoices and statements.



Paper Rolls
Australia Pty Ltd



Lamson Paragon
BUSINESS FORM PRINTERS

cheque-mates

Documents created can even be edited online allowing you to fully personalise documents ranging from customer correspondence to targeted messages in transaction documents such as invoices and statements.

For information on CM Complete please contact Rodney Frost on 0418 452 589 or rfrost@chequemates.com.au or visit www.chequemates.com.au



Cheque-Mates are always looking for ways to take care of the environment and our community and our latest initiative is to sponsor an assistance dog. All of you are aware of the Guide Dog program for the blind, however Assistance Dogs is an organisation that trains puppies to aid people with varying disabilities.

They are taught how to open doors, turn on lights, alert their owner to danger and even bark for assistance if their owner is unable to seek help. The cost of training just one of these dogs is \$20,000.00 over a 2 year period.

These dogs give a sense of freedom and confidence to their owners as well as providing a great companion. Organisations such as Assistance Dogs rely on people like us to sponsor these dogs. If you have any further questions or would like to know how you can become involved with sponsoring please visit www.assistedogs.org.au





Marketing Tools & Options

Every year Cheque-Mates processes up to 25 million mail pieces. Of this total, roughly 60 per cent have personalised content.

You may well ask what's the significance of this? Well, marketing analysts have found that using personalised content delivers a remarkable 300 per cent increase on the traditional method of sending generic content, where response rates of between two to seven per cent return are considered the norm.

"Okay, I'm in! But if I'm going to target the content to the customer, how do I know what the customer wants, and how do I find out?"

The most obvious answer to these questions is: ask the customer. But that doesn't always do the trick. I don't know many people who like answering questions about personal preferences unless it's "would you like an aisle or a window seat?" or "do you take milk in your tea?" The answers to both of which have immediate consequences.

It also depends on whether your product or service is directed at a mass or niche market. Clearly if you have a niche market, getting face-to-face with your customer is going to provide the greatest opportunity find out.

That's not always possible, however, so other strategies have to be used. If you have a mass market product the easiest way to educate the market is to use broadcasting, and radio and television are both excellent tools to provide that reach.

Marketers often talk about push and pull marketing. Push marketing embraces the traditional view that if you identify a need, develop the product or service and take it to market, all you need to do is educate market and you'll convert prospects to customers.

Pull marketing, on the other hand, arises out of an expressed need from a prospect for a particular product. So how do you find out what the prospect wants?

The "e" or digital economy has forever reshaped the dynamic between push and pull marketing strategies and the internet has become the most powerful tool available to find out what the prospect wants.

Every time you enter a query into Google it is logged on a server somewhere and analysed. Google is, in fact, not so much a resource for its users as for its owners, who on-sell business intelligence to marketers.

The academic discipline of Retail Analytics has grown up around the proposition that if you analyse a customer's buying habits, and are responsive to their predilections, they're more likely to buy from you. And, if they don't fit your brand demographic, you haven't wasted resources marketing to them.

Search engines are, of course, only one of the methods by which data is collected to enable marketers to build a profile. Loyalty cards such as smart cards and contactless smart cards are another.

In recent news, Qantas announced it was introducing a contactless smart card that will combine the frequent flyer card and boarding pass in one card.

Cont over page.....



cheque-mates trivia - October was a very busy month for the team at Cheque-Mates so busy infact that we lodged a record 700 uld's of mail with Australia post.

For example, if I link my credit card to my frequent flyer card, I can earn and redeem points while I stay at a hotel, eat at a restaurant, rent a car, buy electronics, fashion accessories, and so on. All of this information is tracked and used to build a profile about my spending habits.

The contactless smart card, aka the "tap and go" card, has many advantages in high-traffic volume transactions, especially where time is critical in providing the best service.

If you operate a retail business with an online presence you can combine the two channels. How? Contact "your RFID technology partner" at info@docuspace.com.au for a free consultation.



The Management and Staff at the Lamson Paragon Group of Companies would like to wish you and your families a Very Merry and Safe Christmas and a Prosperous 2010

Craig Posa, a long serving Team member at Cheque-Mates recently graduated from a Leadership Management Course. The course boosted Craig's organisational and time management skills along with learning better Team Leading communication skills. Courses such as this are a great way for Cheque-Mates to improve their teams knowledge and skills base so we can continue to deliver the most efficient and organised partnership in the industry. Cheque-Mates continually offer their team training opportunities which benefits the business as well as giving the team member growth with in the team.



Paper Rolls
Australia Pty Ltd



Lamson Paragon
BUSINESS FORM PRINTERS

cheque-mates