Xerox® Colour C60/C70 Printer and Xerox® D Series 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, personalised, 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 touchpoint – 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® Colour C60/C70 Printer with the flexible monochrome output of the Xerox® D Series 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® C60/C70 and Xerox® D Series give you production level capabilities to handle complex jobs, variable data printing and colour – 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 60/70 ppm colour and 136 ppm black and white.

- **Create new applications** – With the Xerox® C60/C70 and Xerox® D Series, you can run full bleed, one-to-one, professionally finished documents in a combination of colour and black and white, saving you money while at the same time attracting attention and getting results.

- **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® C60/C70 and Xerox® D Series makes good financial sense. With functionality that gives you greater flexibility, you can make all your communications work harder for you.

The Xerox® C60/C70 and Xerox® D Series work side by side to let you combine the high-value colour 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, personalised marketing campaigns, brochures, portfolios and integrated statements and training materials.

Create personalised, 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® C60/C70 and Xerox® D Series give you the tools you need to connect with customers, grow your business and improve your bottom line.

Xerox® C60/C70 Colour Printer

Xerox® D Series Copier/Printer