

Since 1995, Crawford Technologies range of software and services have helped over 700 companies around the world reduce process costs associated with delivering bills, statements and other mission-critical transactional communications to their customers in the format they need, when they need it, including Braille, Large Print, Audio and E-text. CrawfordTech's unique software products and services are used by four of the top five US banks, four of the top five US insurance companies and by four of the world's top five car manufacturers. CrawfordTech has a platform-independent approach, leading system performance and superior output fidelity. CrawfordTech automates the delivery of billions of communications annually through its quality software, expert support and print business knowledge, helping clients to meet operational, service, marketing and legal requirements.



Q: Can you introduce us to your transactional customer communications solutions?

A: Crawford Technologies are most famous for our award-winning Document Re-engineering and Print-Stream Transformation products. Using our software, clients can transform to and from AFP, Metacode, PDF, PDF/A, PCL, PostScript, TIFF, PNG, XML and most other formats on virtually any operating system or platform. While performing the conversion our solutions can split, index and enhance the document, such as adding a postal barcode or changing an advertising message. Because we engage as far down the output lifecycle as possible which is at the print stream level, clients usually implement our software with no application changes and with very little disruption to their existing operations processes or cost. Our software is routinely used to present transactional documents to clients online. Our Document Accessibility Services (DAS) division helps organizations stay compliant of legislation and offer the best in customer service by providing transactional documents in Braille, large print, e-text and audio formats.

Q: Why would a customer need to use your applications?

A: With our PRO Transform family of products, our clients use them to cost effectively re-purpose print applications so that they may support new hardware such as printers or folder/inserters or to react to back-office software changes, often reducing your production costs. In addition to converting print-streams, our range of re-engineering solutions has found favor in the world of marketing and advertising. Transpromo Express for example, can measure the white-space available in a customer's statement and then fill that space with the correct advertising, based on the available space and the customer profile. While many 'targeted marketing' solutions take months to deploy, Transpromo Express makes this kind of solution possible in days. In this respect, Transpromo Express is a catalyst for increased profits, revenue, customer satisfaction and marketing intelligence whereas many of our other solutions help dramatically reduce the costs associated with the production and distribution of transactional documents. In addition to the broader nature of our transform and document re-engineering solutions, we also have products that speak to a particular issue or problem, such as how to add

the USPS Intelligent Mailing Barcode or adding QR Codes with personalized target data (such as PURLs) to transactional documents.

Q: What is a QR Code?

A: QR Codes are special 2D barcodes that can be read by all smart-phones (iPhones, Android phones, Blackberry devices and most other cell phones). The QR Code can contain a URL, a Personalised URL and other data. You can have a QR Code send a text (SMS) message to a number (for a competition entry maybe) or even dial a phone number for you. The opportunity for marketing and customer interaction is excellent with QR Codes, and while they are incredibly popular in the Far East, they are gaining traction in the USA and Canada all the time.

Q: How can we learn more about Crawford Technologies?

A: Call 866-679-0864, visit www.crawfordtech.com or tweet us @CrawfordTechInc to find out more.