



Improve customer loyalty and increase sales with mailings personalized in Novadex Print



Customer	Bayerisches Münzkontor (Bavarian mint)
Establishment	1985
Branch	Mail order selling
Website	www.muenzkontor.de

Customer profile

Bayerisches Münzkontor (Bavarian mint) is one of the largest mail order companies and European market leader for collectables, with coins and medals as its core business. As an international company, Bayerisches Münzkontor supplies collectors in Germany, Switzerland, Austria, Great Britain and the USA, in total more than ten million customers, over six million of them from Germany.

Numerous products and editions of Bayerisches Münzkontor are based on licensed business with renowned organisations and institutions, such as FC Bayern München and other clubs from the German Premier League as well as the American Smithsonian Institution®. Bayerisches Münzkontor is part of the GÖDE group (www.goede.com) with its headquarters in Waldaschaff (Germany) and in Kreuzlingen (Switzerland) and currently has a staff of 400.

Challenge

The goal of Bayerisches Münzkontor was to optimize their personalized customer communication – in all countries in which the company is present. This includes Germany, West- and East-Europe, as well as the UK and the USA.

Every customer getting in touch with Bayerisches Münzkontor – no matter with what kind of request (order, returned sales, customer support etc.) – receives a letter the very next day, referring to his/her request/order and offering a collectable matching his/her customer profile. This is what Bayerisches Münzkontor calls “Rastermailing”.

By contacting customers faster and in a more personalized way and by offering a product matching a customer’s profile, Bayerisches Münzkontor aims to improve customer loyalty and increase the number of incoming orders.



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Dr. Michael Göde, founder and owner of Bayerisches Münzkontor and GÖDE group

Solution

Bayerisches Münzkontor developed the concept of “Rastermailing” (one double-sided A4 sheet) which is identical in all cases. The front page is a cover letter with several text blocks including personalized text modules and additional visuals (give-aways, products etc.). The back page contains an offer for an upsell-product, respectively a collectable matching a customer’s profile, and an order form. Both sides are personalized. The text blocks are updated almost every day or new ones are added.

Every day, the company uploads an address file with the relevant parameter for personalization to Novadex Print. Afterwards a print-ready file is created which can be printed and processed by a lettershop. Generating the print-ready file only takes a couple of minutes.

Benefit

With Novadex Print, Bayerisches Münzkontor benefits from maximum flexibility when it comes to choosing and working with lettershops. This way, offers from different lettershops can be accepted at short notice and different lettershops can specifically be chosen for different countries or one single lettershop can be established for several countries.

By centralizing the “Rastermailing” to Novadex Print, the company saves coordination effort. There is no need to conduct individual conversations with lettershops from different countries to agree on individual software solutions. Instead, the individual elements were only set up once in Novadex Print. This way, the “Rastermailing” can instantly be used in different countries.

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The plus factor of Novadex cloud solutions is that they can be used internationally. In addition to that, Novadex solutions take country-specific requirements into consideration and thus generate correct address codes, address fields etc. Furthermore, Bayerisches Münzkontor can manage their data themselves and add any number of text blocks and visuals – at zero extra cost. It is only the number of data records or rather mailings, which has actually been generated, that is charged.