



Customer Communications Management

Sears Canada Produces 50 Million Documents a Year with DOC1®

SEARS CANADA

Sears Canada is a Canadian multi-channel retailer that employs 56,000 full-time and part-time associates nationwide. With reported total revenues of \$6.356 billion in 2000, Sears has become Canada's largest single full-line retailer of general merchandise and home-related services. The company is comprised of 118 Sears department stores, 7 urban Eatons department stores, and 37 furniture and appliance stores. In addition, Sears has 131 dealer stores, 15 outlet stores, 38 floor covering centers, 66 auto centers, and 108 travel offices. Sears offers a variety of services, including long distance telephone, appliance maintenance programs, photo studios, insurance, travel, credit services, and convenient 24-7 online shopping.

SEARS CANADA SELECTS DOC1 TO MEET NEW CANADA POST REQUIREMENTS

The relationship had rather humble beginnings. Several years ago, the Canada Post Corporation (CPC) announced an initiative designed to streamline its commercial mail sorting. As an adoption incentive, the CPC promised significant postal savings for companies that used postal barcodes on all their outgoing commercial mail. At the time, Sears Canada, a national Canadian multi-channel retailer, wanted to take advantage of the postal savings

but its' legacy print application couldn't produce a barcode. This simple business requirement led Sears Canada to choose DOC1 as their preferred enterprise-wide document solution. Now Sears Canada produces in excess of 50 million documents a year using DOC1.

SEARS' SMOOTH TRANSITION TO DOC1

Three members of Group 1's DOC1 Professional Services team helped to build Sears' first application. "Group 1 met their deadlines and did what they needed to do to get the job done," stated Janice Konarowski, Manager of Credit Business Support for Sears Canada. The combination of DOC1's flexibility and a knowledgeable Professional Services team enabled Sears to be up and running in less than eight weeks, resulting in hard cash postal savings of nearly \$250,000 in the first year alone.



Quickly produce bilingual bills and statements using DOC1

DOC1 QUICKLY ADOPTED AS AN ENTERPRISE-WIDE SOLUTION

DOC1 was originally chosen because Sears needed to produce barcodes. But due to DOC1's flexibility, Sears expanded its use throughout the company to include a variety of applications.

Today, DOC1 produces over four million critical business documents every month, including:

- Customer letters
- Credit card statements
- Page of Values
- Vouchers and coupons
- Program signup packages
- Gift registry kits
- Employee benefit and tax documents for Human Resources
- Merchant statements
- Commercial account enrollment kits

SEARS REAPS THE BENEFITS OF ENTERPRISE-WIDE USE OF DOC1

Sears' expanded use of DOC1 has resulted in increased efficiency and a higher level of control of business document content. "This solution [DOC1] meets our business needs without

operational changes and enables us to control what's going out to our customers," stated Konarowski. Moreover, changes to existing documents are now done quickly and easily by the business on a PC.

Close to 40 of Sears' unique business documents are developed and updated in-house, which reduced its reliance on outsourcers. The result? Significant monetary savings. During the last seven years, Sears estimates it has saved over \$1 million in external vendor expenses.

SEARS USES DOC1 FOR SECURE ELECTRONIC STATEMENT PRESENTMENT (ESP)

Sears has joined forces with Canada Post to securely present customer statements online using Epost™. Over 55 prominent Canadian companies have enrolled in Epost™. This Canada Post ASP solution is offered to consumers free of charge and enables them to access their account statements and pay bills online. Currently, Sears uses DOC1 to feed Epost™ an AFP file, which is converted into HTML by Canada Post (note that DOC1 natively produces HTML but did not when the Canada Post Epost™ initiative began.) To date, more than 7,000 people have signed-up to receive their Sears statements on the Web.



DOC1's flexibility and sophisticated formatting enabled Sears to produce a variety of dynamic documents

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