Transforming new or old print materials into an interactive experience creates differentiation from the competition and expands revenue opportunities for this commercial printer.

Like many Print Service Providers, Marc is seeing the mobile trend continuing to climb but – outside of QR codes – he’s struggling to figure out how to capitalise and deliver on it most effectively without making a huge investment.

Marc knows that today, his customers’ customers expect more. More information, more ways to connect and more ways to interact. They expect brands to offer richer narratives through seamless cross-media experiences. Marc has done lots of work with QR codes but is finding they lack in design variations within the barcode appearance – the QR code itself is always present and often too big, overwhelming smaller pieces. He’s feeling like his time, money and expertise is being wasted on amazing graphic design when the QR code ends up taking over the piece.

Marc doesn’t want to keep dropping his prices to remain competitive, but it seems like the only way to keep getting at least some of the business. He started looking for ways to differentiate his shop from the competition – to really stand out – so he can maintain profitable margins and deliver greater value to his customers so that they keep coming back for more.

Marc’s no fool. He’s looking for that one thing he can do that can create noticeable differentiation without a huge investment because, the truth is, this economic climate been tough on his shop.

Learn more at Ricoh.ca
The RICOH Solution

Clickable Paper bridges the traditional offline-online gap by connecting print and digital with intelligent image recognition software. Adding multiple hotspots to printed content – whether printed in the past or in the future – enables you to take users on an instant journey, driving them to photos, videos, blogs, websites, e-commerce portals, maps, social networks and more!

Now Marc’s business stands out for its innovative printing solutions. He’s bringing new value to his customers in offering them the flexibility to create interactive, cross-media campaigns that generate rapid results. This innovative solution is putting Marc at the forefront of marketing, allowing him to partner with customers for the long-term and continue creating new revenue opportunities! And because Clickable Paper is a cloud-based solution, it’s affordable, easy to implement and simple to use.

Business Challenges

- Lack of competitive differentiation
- Increased pressure on profit margins to win business
- Technical and artistic limitations of existing technology
- Transactional business jeopardizes growth and stability

Business Results

- Provides a unique offering that brings additional value to customers
- Generates new revenue opportunities
- Enables long-term partnerships with customers
- Margins improved with minimal investment

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