

Real People. Real Challenges.

Company Profile: ABC Financial Services is the national leader in club management solutions for the health and fitness industry. Since 1981, ABC Financial Services has helped club owners nationwide improve the management of their clubs and improve their bottom-line profit. The mission of ABC Financial Services is to provide clubs with a "turn-key" approach to all of a club's management needs. ABC Financial offers a broad array of services such as club management software, payment processing, club marketing and retention programs.

Challenge: Create an online "web-to-print" environment that allows ABC Financial to offer new and varied marketing and membership materials to their customers. And to do this in an efficient and affordable manner that offers quicker turnaround and makes it easy to do business with ABC Financial.

Solution: Using our online tools, one-to-one marketing techniques and variable data printing, CustomXM has helped ABC increase the marketing services they can offer to their member clubs. From direct-mail postcards, to renewal letters, to a successful customized coupon program, CustomXM has utilized its web-to-print tools allowing ABC to generate thousands of "customized" pieces in an automated, user-friendly fashion.

Real Solutions Real Time.

"The technology that CustomXM brought to the table has allowed us to broaden the marketing tools we can deliver to our customers, and our turnaround time is much faster now. CustomXM went the extra mile to learn our business and understand our customers."



Paul Schaller
President
ABC Financial Services, Inc.



Personalized marketing materials ordered on the web and printed "on demand" using variable data technology.

"On-demand" digital printing of personalized marketing coupons ... fast and affordable.



Online print management of club membership contracts.



What can we do for you?

Call us today at **501.375.7311** or visit us at **customxm.com**

CUSTOMXM
market smarter.