

REAL PEOPLE. REAL CHALLENGES.

Company Profile: Travel Nurse Across America specializes in placing registered nurses in temporary positions all around the country.

Travel Nurse across America's web site, www.nurse.tv, is their primary marketing and recruiting tool. Interested parties apply online to be considered for the open positions. The online applications move into a proprietary database for the recruiters who then follow up with the nurses to qualify the applicants.

Challenge: Create a best-in-class recruiting package that capitalizes on personal information about the prospect that has been collected through the website application process. And to project Travel Nurse across America as a major player in the travel nurse industry while simultaneously projecting personal interest in the applicant.

Solution: Utilizing a digital press with variable data software, and the customer's database, CustomXM is able to produce full-color welcome packets that are totally personalized for each individual applicant in one print run. The result is a high quality, highly effective communication tool.

REAL SOLUTIONS. REAL TIME.

“Using Variable Data Printing, the folks at CustomXM helped us redesign, customize, and personalize our recruitment brochure to a level we did not know was possible.”



Norman Hoggard
CEO
Travel Nurse across America



Prospect's name

Potential location

Recruiter's photograph

Recruiter's contact information

Recruiter's name and signature



Recruiter-specific testimonial

WHAT CAN WE DO FOR YOU?

Call us today at **501.375.7311** or visit us at custom-printing.com.

CUSTOMXM

CROSS-MEDIA COMMUNICATIONS

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