

Online Marketing at Xerox Global Services: Two Brief Case Studies

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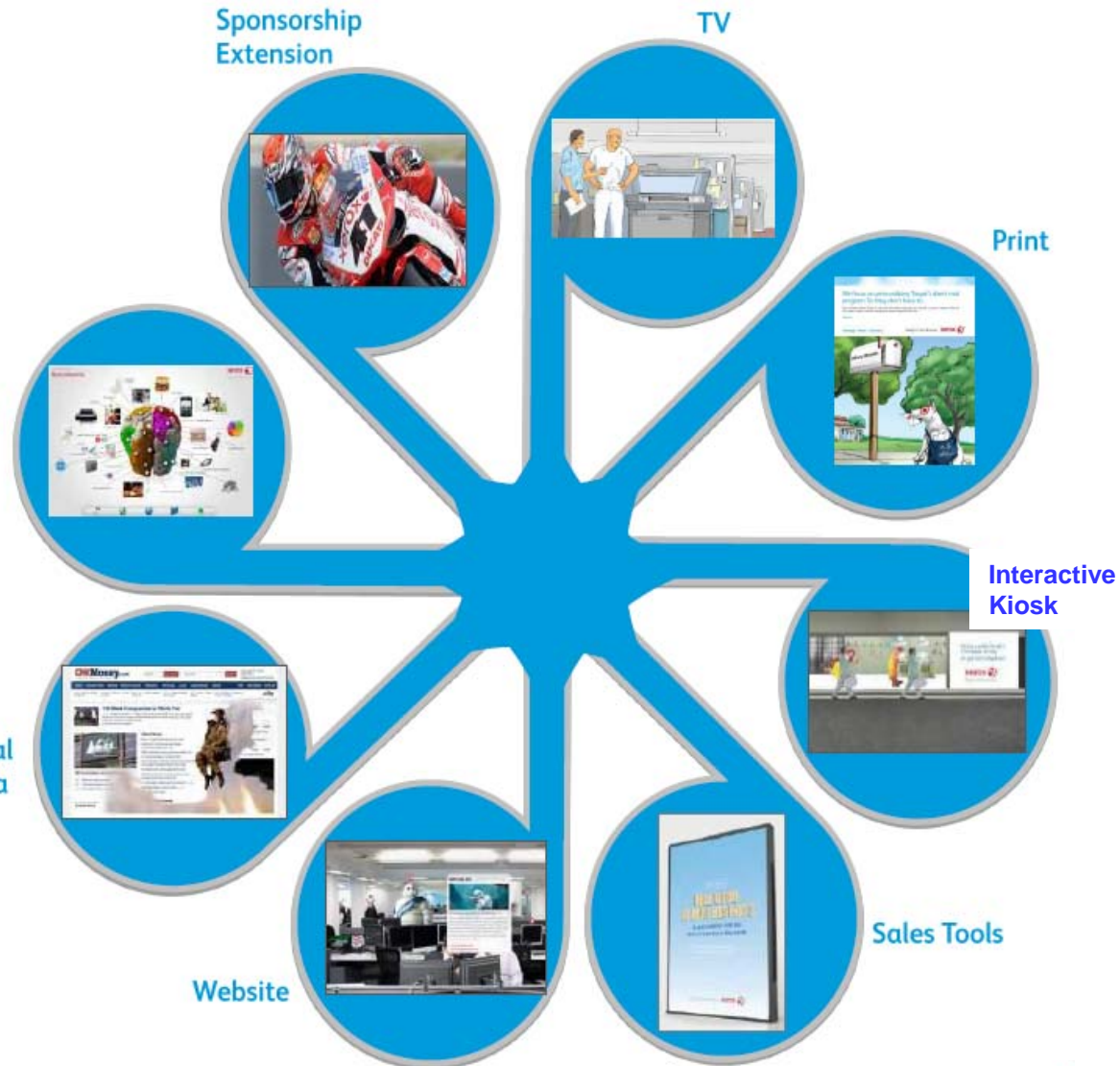
Align marketing activity to business objectives

Objectives	Functional Alignment	Success metrics
LISTENING	Research, Offering Marketing	<ul style="list-style-type: none"> • Customer insight • Improved segmentation • Reduced pain; alignment of offering with need
TALKING	Field Marketing, Education	<ul style="list-style-type: none"> • Changes in reach, impressions, brand awareness • Increased share of voice • Higher quality of responses to offers
ENERGIZING	Sales	<ul style="list-style-type: none"> • Increased velocity of messages in market • Increased recommendation, promotion, advocacy • Higher trust, brand trust perception
SUPPORTING	Business Services, Support	<ul style="list-style-type: none"> • Reduced support costs • Higher customer satisfaction • Less churn
EMBRACING	Offering Development and Marketing	<ul style="list-style-type: none"> • Deliver products faster to market • Increased loyalty, increased advocacy

Ready for Real Business™

- Tagline and communications platform
- Combines online and physical elements
- Expresses “new” Xerox brand image and message to the market

Social & Digital Engagement



Exploring Real Business Live

We focus on digitizing P&G's documents worldwide. So they don't have to.

Xerox provides print services that enable P&G to digitize more documents, print 8 million fewer pages, and lower printing-related energy usage by 30 percent. Which gives P&G more time to focus on improving people's lives with the brands they love. P&G is ready for real business. Are you?

Download customer story PDF 

[Document Management Services Overview »](#)

Global Services Thought Leadership

Promote Xerox as a thought leading company with service offerings and insights that solve complex business challenges. Expand our brand image of being an innovative, trusted company.

Increase awareness and consideration of our services and Thought Leaders expertise by leveraging internal and external networks and channels.

Develop and disseminate meaningful, relevant content with strong points of view on a variety of topics.

Track & deliver metrics that support program and business goals.

Features Xerox experts and thought leaders



> The Landscape

> The Future

Biography

Downloads

Patty Calkins

Patricia A. Calkins, Xerox's global vice president of would tell you she is in a very fortunate profession: each work day fostering sustainability and sustain: of finding what she calls, 'smarter ways to green'. F done it, firms can indeed implement sustainability their efforts positively affect bottom line results.

Expertise

Biography

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Calculators

The Xerox Sustainability Calculator

Understand the true environmental impact of your workplace, before and after office optimization. The Sustainability Calculator lets you compare how many printers and pages you use per month versus an optimized scenario that could save energy and produce fewer greenhouse gases or waste.

> [view calculator](#)

Whitepapers

Smarter Ways to Green: How to Make Sustainability Succeed in Your Business.

The environmental evidence speaks for itself. The planet is on a collision course with catastrophe unless we adopt sustainability as our global lifestyle. Everyone shares the responsibility for making a difference. But businesses can play a leading role by implementing a smart, goal-oriented "green" strategy that will make an important contribution to the environment and the bottom line.

> [view now \(PDF 157KB\)](#)

Podcasts

Interview with Patricia Calkins: How to Make Sustainability Succeed in Your Business.



> [interview transcription \(PDF 20KB\)](#)

Webinars

Going Green: What's good for the Environment is Good for Business

Hear Patty Calkins, VP of Environment Health and Safety, describe how Xerox dramatically lowered its carbon footprint, and how Xerox customers meet their sustainability goals using the DocuShare content management platform.

> [view now](#)

Video

A Xerox Thought Leadership Executive Exchange between Xerox Thought Leader, Patty Calkins & Sustainability expert, Kathrin Winkler of EMC

> [View video](#)

Sustainability as a core business strategy.

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NEXT: [Events](#)



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'brake' time

A view from the driver's seat

« Xerox enables NAPA... | Main

Competitive Edge for Public Sector Deals



Internal use only

Get the inside story of a client case study video shoot from the Thought Leadership Summit, held in Washington D.C., August 9th & 10th. Ryan Alexander, Account General Manager & Rob Turner VP, Industry Major Accounts General Manager took time out before their video shoot with Midwestern Higher Education Compact (MHEC) and Milwaukee Area Technical College.

Hot Wires

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How to Participate in 'brake' time

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August 2010

Deliver value to create a following/community

facebook Basic Info

Founded:

Detailed Info

Website:

Company Overview:

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Sign Up Facebook helps you connect and share with the people in your life.

What does sustainability mean at your company?
by Managing Print - A Xerox Page for Business on Tuesday, February 1, 2011 at 12:50pm

Finding new ways to improve sustainable efforts for your company seems to be a common theme in today's business. Did you know that reducing your carbon footprint, energy consumption and solid waste are included in the benefits of MPS?

If you are interested in learning how implementing sustainability strategies and policies will affect bottom line results visit [Patty Calkins Thought Leadership page](#). Patty is Xerox's Global Vice President of Environment, Health & Safety and quite respected for her innovative expertise. In fact, just last week a [GreenMonk blog post](#) mentioned Patty and our commitment to sustainability.

Last October, we referred you to [Patty Calkins whitepaper on How to Make Sustainability Succeed in Your Business](#). If you have not already had a chance to read it, it may be a great place to get thinking about sustainability at your company.

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Thank you ... and for more discussion

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