



# CUSTOMERCARE PRINT & MAIL™

## An Efficient Solution For Delivering Personalized Coupons By Mail

Provide the best consumer experience from your coupon-enabled promotions with our CustomerCare Solutions.™ With CustomerCare Print & Mail™, you ensure that all consumers are able to participate in your programs and that you get the same level of purchase behavior tracking and data analysis you would from consumers who are able to print their own coupons.

Coupons, Inc. provides the most secure, most compatible printable coupon system available. Sometimes the goals of security and compatibility are at odds, however, and there will always be a small percentage of consumers who cannot, or will not, print your coupons themselves. Coupons, Inc. provides a simple, low-cost, integrated solution for delivering the coupon by mail. Consumers are happy and your Consumer Affairs department is not faced with increased call and email volume.

**Coupons Inc. believes in providing its clients with the best service and a trouble-free experience.**

We want your consumers to feel that their business is important enough that you go the extra mile for them. CustomerCare Print & Mail is an example of that dedication to service. For about one-third the cost of addressing issues through your Consumer Affairs department, you can provide a high degree of consumer satisfaction while maintaining the integrity of your campaign and its data collection goals.

CustomerCare Print & Mail is completely hands-off for your company. If a participant in your coupon promotion cannot print the coupon, our servers automatically present a Troubleshooting Guide, listing common issues and their solutions. They'll also be presented with the option to get their coupon by mail.

If the consumer chooses to get the coupon by mail, they fill out their mailing address and submit the form. Based on business rules you set for maintaining print controls and fraud resistance, the request is accepted or denied. If accepted, a letter branded with your custom text and graphics is automatically printed and mailed to the consumer, and the coupon printed on the page maintains all of the extensive tracking and security features of our printable coupons.

**CustomerCare Print & Mail is also an excellent solution for FREE and high-value offers.**

To fight fraud and counterfeiting, printable coupons cannot be used for *free* or nearly-free offers. When your promotion plan or Consumer Affairs needs call for a free offer, CustomerCare Print & Mail is the right solution. Personalized direct mail coupons can be produced in real time, on-demand by consumers on the web, or requested on-demand or in batches by your Consumer Affairs department using our CustomerCare CAS™ system.

CustomerCare CAS™ allows Consumer Affairs to deliver immediately a company communication and coupon to your customers—providing true customer care and instant satisfaction, at a fraction of the cost of traditional manual procedures. The CAS system provides a web-based interface or an automated batch load system to provide integration with your internal call center systems. Both methods provide address verification, duplicate detection, and can accommodate any tracking codes you wish to assign. Coupon delivery and redemption can be tracked by these codes for a complete, closed-loop experience.

**Learn about this solution and more at [couponsinc.com](http://couponsinc.com)**

# SAMPLE LETTER

P.O. Box 1619  
Los Altos, CA 94023-1619

Sarah Jones  
123 Main Street  
Morristown, NJ 07960



Relax. Reflect. REPLENISH!

Whether you are an athlete, fitness guru, or a busy mom, Replenish Mineral Water is just what you need to get you through a workout or carpooling session with the energy and hydration necessary for a healthy lifestyle!

Enjoy your Replenish Mineral Water and try our flavored Replenish Drinks: Guava Gusher, Pink Tomato, Cranberry Crush, Mountain Spring, and Crazy Currant.

Thank you,  
The Replenish Team

MANUFACTURER'S COUPON Expires 4/27/2007

**SAVE \$1.25**  
ANY Replenish Product

Original coupon must be redeemed at time of purchase. One offer per customer. May not be combined with other coupons. Coupon valid for in-store purchase only. Not redeemable for cash. Offer excludes previous purchases, purchase of gift certificates, and shipping charges.

654784

RETAILER: Authenticate at [www.veri-fi.com](http://www.veri-fi.com). Do not accept without a dot-scan barcode below the expiration date.

VOID VOID

5 36000 67076 4 (8100)0 65478

CONSUMER: One coupon per purchase only on product(s) indicated; any other use constitutes fraud. Void if reproduced, altered or expired. Do not transfer. Consumer must pay sales tax. 022607 059

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