

# Deluxe financial services

[Business](#), [Marketing](#)



## Deluxe Financial Services

The account of Deluxe Financial Services (DFS) has modest beginnings. The firm was founded in St. Paul, Minn, in 1915, with \$300 capital, in a single room print shop (Clancy & Hartley, 2011). Even though, the firm started with little funds, it has currently turned into a multi-billion dollar company. The firm is currently rated at U. S. \$2 billion. The firm serves over 8000 banks, financial service companies and credit unions across the United States. It is now serving more customers than ever (Clancy & Hartley, 2011). Critics suppose that the firm reached this level due to changing its policies. The firm's slogan, printing paper checks faster and better, and more economically than anyone else, has attracted many customers to the firm. The firm's policies regarding its proceedings and its customers have made it reach the level where it is (Clancy & Hartley, 2011).

Deluxe decided to change its policy from a check printing firm to a sophisticated check retailing company. The firm maintained this approach to transformation, opting to try out new services and new customers (Clancy & Hartley, 2011). The firm presented a breakthrough known as DeluxeSelect. The invention was powered by richly detailed consumer segments profiles, which comprised of information regarding what type of check a consumer wanted. The DeluxeSelect invention also catered for the way consumers needed their checks, how they wanted the firm to communicate with them and the price they were willing to pay (Clancy & Hartley, 2011). This was the ultimate invention in the check business, and this attracted a lot of customers to the firm. The firm, therefore, went ahead to erect policies, which would maintain their customers. Deluxe rule is to put employees and

customers first. Everything else, according to the firm, comes second. As expected, this has attracted many clients to the firm and maintained them. Deluxe is capable of handling many customers with fewer huddles, and this has enabled the firm to grow (Clancy & Hartley, 2011).

#### Question 2

The economy, today, is turning against the people who use it. Peoples' income, today, cannot cater for everything they need, and this has made them cut some expenses from their budget (Lowry, 2012). However, as this happens, global firms such as Coca Cola still seem to be making the large profits, which they used to make before the economic crises. In fact, it is like the firm is getting more funds at this crucial time. It is all a matter of how Coca Cola advertises itself (Lang, 2012). They have maintained a brand that is respected worldwide. Even though, Coca Cola does not offer one-on-one customer service such as other customer-related firms, they have been able to maintain its customers and overcome the high competition in the soft-drink industry (Lang, 2012). Coca Cola has incorporated itself into numerous markets worldwide, particularly the sports world. Coca Cola is responsible for sponsoring huge sports games such as the 2010 soccer World Cup (Lowry, 2012).

Finally, Coca Cola has made their soft-drinks seem impossible to live without. The way they advertise their products gives someone the feeling of immediately moving from where he or she is to go and buy a soda.

#### References

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