quadient

Because connections matter.

Leading U.S. Bank Streamlines Customer Communications

Challenge

One of the largest banks in the U.S. was running different software on different platforms depending on the type of work they needed to process. Each platform required custom interfaces and integrations, and dedicated staff. They needed a way to level the skill set.

Solution

Quadient® Inspire provided all of the functionality represented by the bank's three platforms, considerably streamlined its workflow, and added functionality they didn't have before.

Results

With a single platform for multiple channels and added functionality, the bank was able to minimize time spent programming and performing manual processes. They reduced errors, improved quality, and achieved measurable results, including:

- 40% savings in licensing and related costs

- Over 500% increase in productivity

"QUADIENT INSPIRE'S ABILITY TO REPURPOSE LEGACY APPLICATIONS GAVE US A RISK-FREE, COST-EFFECTIVE SOLUTION FOR HIGHLY MODERNIZED COMMUNICATIONS."

A leading financial services organization in the U.S. produces over 2 billion customer communications per year through its in-house, multi-state production facilities. The Document Services department for the company was experiencing significant operational workflow issues because it needed to utilize three different software solutions to manage their customer communications.

Multiple platforms created inefficient processes

The Document Services department had to use multiple software platforms to handle various file types, in both mainframe and server infrastructure environments. In addition, each department that submitted work required unique processing. The complex organizational needs meant they had to create numerous custom interfaces, workflows, and integration points in order to enable communication and file handling between the multiple software platforms.

"Each technician in the department is specially trained on a single one of these software tools and workflow environments, resulting in significant workflow inefficiencies," said the Executive Director of Technology for Document Services.

This led the department's Executive Director to seek out a single software solution that could run on a Windows server platform and handle all files and varying department processes.

A robust solution for complex requirements

The financial organization's credit card marketing department was already familiar with Quadient Inspire and recommended that the Document Services department evaluate its capabilities for their own needs. Their requirements included the need to:

- Replicate all current advanced functionality
- Replicate complex applications from each of the current use case environments
- Automate processes that existing software could not accommodate
- Meet requirements without writing additional code or using third-party software

Evolutionary change reduces risk, accelerates results

Taking a holistic evolutionary approach rather than a disruptive revolutionary one, Quadient Inspire allowed the bank to avoid rebuilding data structures, content, and business logic, thus preserving the value of existing environment integration in legacy systems.

"With Quadient Inspire, we were able to extract, reformat, and repurpose data and content from existing legacy application print output without touching backend systems and processes," said the Executive Director. "Inspire's ability to repurpose legacy applications gave us a risk-free, cost-effective solution for highly modernized communications."

Streamline, save time, and eliminate risk

The Document Services department supports the credit card marketing department with a lot of their direct mail, which involves an array of different templates that have to be coded with legacy software.

"We get upwards of 100 different variations of templates that usually need to be coded within a period of two weeks," said the Executive Director. "Previously, I would devote three or four developers full-time to process these mailings. With Inspire's import capabilities, we are able to take a PDF, Word or Adobe InDesign file and directly import it as an embedded template, saving hundreds of man-hours."

In addition to significant time savings, eliminating the need to code mailings received from the credit card marketing department eliminates the risk of coding errors and a number of other quality checks the department had to perform.
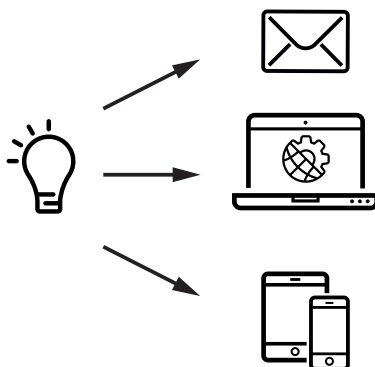
Achieve over 500% increase in productivity

Previously, all of the department's overnight courier work went through a manual process in which employees had to scan a barcode with address information or manually create the physical label to place on the package. The department now integrates Inspire with their shipping software, which provides information to their overnight couriers. As a result, in a single workflow, Inspire is able to retrieve the address label information, decode it to the native format and append it to the document that needs to be produced, automating all of their overnight courier work.

Streamline workflows for new efficiencies

"Inspire has alleviated a substantial amount of up-front programming that the Document Services department previously had to complete to process incoming files," said the Executive Director.

With Inspire in place, they are also able to handle HTML files, like any other data file, keeping all of the intended design styles and everything else that comes with the file.

> "Quadient prepared a rigorous proof of concept for each of our requirements that fully demonstrated Inspire's ability to deliver the functionality that we as a large financial organization need, all within a seamless, single platform environment."
>
> **Executive Director of Technology for Document Services**

Business user control and enablement

Looking ahead, the bank believes that Quadient Inspire will be able to deliver further benefits around business user control and enablement. "In the future, we will use Inspire to allow business users more control over documents, so they can change promotions and messages on their statements or create documents on-demand through the Web," said the Executive Director. "This is just another example of the possibilities that we now have with Quadient as our partner."
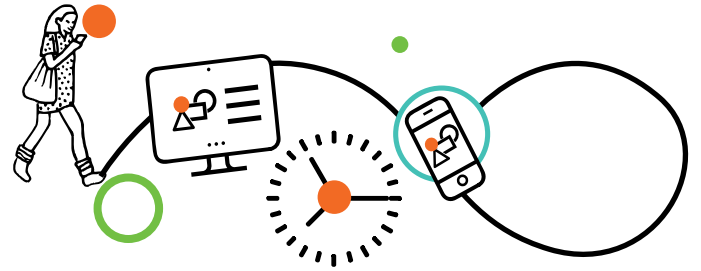
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About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters.

For more information about Quadient, visit **quadient.com**.