

# Small Business Banking Company

## Introduction

This case study of a small business banking company is based on a November 2019 survey of Quadiant customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

This case study is about a small business bank with approximately 25 branches in the southern United States.



“With the Quadiant solution, we had less errors, even no errors, because of AIMS.”

## Challenges

There were two critical business challenges that led this banking company to purchase a new document automation solution. They needed the following abilities:

- Automate some or all outbound mail processes
- Eliminate error and maintain compliance with internal and/or external requirements

## Use Case

Quadiant’s document automation solution was selected for having these features and services:

- Simple implementation process to avoid disruption of their business
- Ease of use of the solution
- Secure system to protect customer data
- Reporting and visibility of all outbound communications
- Support after go live

With their new solution, this banking company was able to send approximately 25,000 – 50,000 communications each month.

Prior to Quadiant, all outbound communication processes were handled in-house, using a competitive solution.

## Results

Upon implementing Quadiant, the following results were achieved:

- Reduced time spent processing mail: greater than 50%
- Reduced overall costs: 25-50%
- Increased customer satisfaction: greater than 50%
- Improved speed of document delivery: 25-50%
- Improved cross-selling by using on-statement marketing: 5-10%
- Eliminated errors: greater than 50%

When asked to provide input on the level of satisfaction for specific capabilities, this banking company noted the following:

- Performance and Scalability: extremely satisfied
- Customization & Flexibility: extremely satisfied
- Multi-channel delivery (physical & digital): very satisfied
- Ease of use of solution: extremely satisfied
- Simple Integration, Implementation & Onboarding: extremely satisfied
- Ongoing Support: extremely satisfied
- Cloud-based features: extremely satisfied
- Feature set: extremely satisfied

In terms of impact on their organization, the Quadiant document automation solution provided the following:

- Improved look and feel of outbound communications: high impact
- Focus employees on higher value tasks: high impact
- Reporting and compliance on outbound communications: high impact
- Improved corporate image by creating best-in-class communications: high impact

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Small Business**

Industry:  
**Banking**

### About Quadiant

Quadiant, formerly Neopost, is the driving force behind the world’s most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadiant helps simplify the connection between people and what matters. Quadiant supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadiant is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadiant, visit [quadiant.com/connections](https://quadiant.com/connections).

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