

Northwestern College

Introduction

This case study of Northwestern College is based on an October 2018 survey of Quadiant Postal Solutions customers by TechValidate, a 3rd-party research service.

“Bulk Mailer is used for any standard mailing (other than simplified addressing) that we process. Those mailings cover many different departments and types of information, such as Music Camps to Foundation campaigns. Bulk mailer allows us to remain compliant on Move update and receive the best discounts for pre-sort standard mail. By using the software, preparation time for a standard mailing was drastically reduced and accuracy increased from doing it by hand.”

Challenges

Founded in 1946, NWC is a two-year, comprehensive community college serving Park County (tax district) and Park, Big Horn, and Washakie Counties (service area). The staff at Northwestern College was looking for a mailing solution to help them lower postal costs. They evaluated solutions from BCC Software, Pitney Bowes and Quadiant and ultimately selected Quadiant BulkMailer.

Organization Profile

Organization:
Northwestern College

Industry:
Educational Institution

Use Case

The team at Northwestern College currently leverages Quadiant BulkMailer for:

- CASSTSM certified address correction
- Move Update
- Mail piece / container label design and printing
- Postal data enrichment services (Walk Sequence, Head-of-Household, suppression, geocoding)

The rate Quadiant as better than the competition in the following capabilities:

- Optimal and accurate address correction results
- Optimal and accurate presort results
- Scope of features available
- Quality of feature available

They also rate Quadiant as best in class for:

- Ease of use
- Performance
- Customer service and support

About Quadiant Postal Solutions

Quadiant, a Neopost Digital Company, provides technology that enables organizations to create better experiences for their customers through timely, optimized, contextual, highly individualized, and accurate communications for all channels. Our solutions are used by thousands of clients and partners worldwide to activate their organizations in the name of customer experience.

Learn More:

[Quadiant](#)

Results

The surveyed organization reports that their investment in BulkMailer paid for itself in under 18 months, through a 10-25% reduction in mail/data processing time, a 25-50% reduction in labor costs and a reduction in postal costs of greater than 50%.

They also report a 50% increase in data/ mailing accuracy greater and mail delivery. The team estimates that the solution has had a marked improvement on overall customer satisfaction, and a positive impact on revenue.

Source: Holly Berryman, Communications Services Assistant, Northwestern College

Research by  TechValidate

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