

Canon Business Process Services

Introduction

This case study of Canon Business Process Services is based on a June 2017 survey of Quadient Architect API customers by TechValidate, a 3rd-party research service.

Challenges

Canon Business Process Services (Canon) is a global 500 company and a leading provider of business process services, document management, and managed workforce services dedicated to helping clients build stronger and more agile businesses. They combine singular experience and domain knowledge to design, manage, and continuously improve business process operations.

Adolfo Pacheco, Senior Manager of Technical Services Engineering, indicated that Canon was experiencing some key business challenges that needed to be resolved. They had inefficient mailing operations, poor address quality, and an inability to integrate mailing processes with other business processes. To address these issues, they began an evaluation process for a new data, mailing, and direct marketing software provider.

Use Case

During the vendor evaluation process, Canon reviewed features and services of BCC, Pitney Bowes, and Quadient. Ultimately Quadient was chosen for having the following capabilities:

- The availability of an API which enables the integration of mailing processes with other systems
- A trusted source of mailing preparation and data (ex. CASS™ certified Address correction, NCOALink® services)
- The ability of the solution to grow with their business
- Simplicity and ease of use with integration of other programs

In addition to the above, Quadient ranked significantly better than the competition in the following areas:

1. Timeline of updates
2. Service and support
3. Performance
4. Ease of integration coding
5. Mailing accuracy

Results

Once Quadient was adopted, Mr. Pacheco indicated that Canon realized various operational benefits including: An improvement in address quality, an accelerated mail preparation and submission process, and new revenue opportunities. Their estimated payback period for the Quadient investment is 0-6 months.

Company Profile

Company:
Canon Business Process Services

Company Size:
Global 500

Industry:
Computer Hardware

About Architect

Quadient, 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.

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