

Bayard Printing Group

Introduction

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

Challenges

Bayard Printing Group provides commercial printing, direct mail processing, and fulfillment services. They have extensive design, layout, prepress, and bindery & finishing capabilities. Based in the US, they are located in Williamsport, Pennsylvania.

Bayard was experiencing a few key business challenges that led them to evaluate a new software provider. They had poor address quality and high postage costs. These challenges needed to be resolved to help them become more efficient in their operations.

Use Case

In addition to these challenges, Bayard was looking for a partner that would provide them with better service and support. Before selecting Quadient, USPS® was also evaluated. Quadient was selected for meeting the criteria above and for ranking significantly better in the below categories:

- Timeline of updates
- Service and support
- Performance
- Ease of integration coding
- Mailing accuracy

Results

Following the implementation of Quadient, Keith Lundberg, a Database Administrator at Bayard, noted that their organization attained the following benefits:

1. A reduction in manual processes which improves efficiency
2. An improvement in address quality
3. An accelerated mail preparation and submission process
4. A lowering of mailing costs

The specific benefits on Bayard include a reduction in mailing process times greater than 50% and postage / shipping savings between 25-50%. Address quality improved by 25-50% and they also incurred labor savings and increased revenue between 10-25%.

Bayard has plans on including data processing automation, NCOA / move update and data enhancement capabilities within the next 6 months.

Company Profile

Company:
Bayard Printing

Company Size:
Medium Enterprise

Industry:
Professional Services

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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