

# CASE STUDY



## Print and Mail Provider Increases Customer Loyalty and Enables Customer Self-service with CORE360

A bill printing, mailing, and e-Billing company that provides custom services and solutions for various industries throughout the U.S, this client produces and handles critical financial documents from design and custom programming to printing and inventory management. A rapidly growing business, this client prints and mails three billion customer communications per month.

CORE360 allows the service provider to offer its clients multiple electronic payment options including automated exception handling.

### Challenge

To gain a competitive advantage and control rising operational costs, this organization sought to provide its clients with the ability to offer customers a multi-channel customer communication solution. By offering secure electronic correspondence and distribution options, they could increase loyalty among current clients and attract new ones. Furthermore, they could increase revenues and profit margins by converting clients to more affordable automated billing and payment solutions.

### Solution

Our customer seamlessly integrated CORE360 with existing print and mail facilities, enabling them to provide its clients with multi-channel services from a single vendor. Their clients can now offer secure web-presentation and delivery of documents, invoices, payment alerts, and notifications via email. CORE360 allows the organization to provide its clients with multiple electronic payment options including automated exception handling.

### Benefits

- Saves money and increases profit margin by improving the efficiencies of internal business processes
- Increases competitive advantage by offering clients multiple correspondence channels from a single vendor
- Secures correspondence, billing and payment solutions for clients' customers
- Improves customer satisfaction with new channels of communication
- Provides tracking for presentment and delivery of bills, documents, and payments
- Provides web and CSR interfaces for clients' customers to maintain their accounts



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