



CUSTOMER SUCCESS STORY

Automated and Personalized Mailing System Reduces Processing Time



More than a
50%
reduction in
processing time.

THE CLIENT

INDUSTRY **Investment management**
EMPLOYEES **90,000+**

FORBES **Global 2000**
SALES **\$42.3 billion**

THE CHALLENGE

The client's process for creating personalized mailings was taking too much time and causing unnecessary delays. With tight turnaround times, the manual process took many days before items could ultimately be "dropped" in the mail system. The client needed a streamlined technology solution to combine proofing, printing and physical processing into one system and be supported by one vendor.

THE SOLUTION

FGS met with administrators from multiple departments to get them on the same page, literally. It was clear that a custom document uploader, with the power to mail-merge personalized information, needed to be created. This would give each department the autonomy to create mailings themselves while maintaining quality control standards. These mailings often ranged in size from 10 to 5,000, meaning that flexibility needed to be embedded in the solution, too. The end result – a highly personalized document – could feature multiple signatures and photos as well as contact information.

LONG-TERM VALUE

The client embraced FGS's automated solution because it:

- Reduced processing time by more than half.
- Slashed the subsequent printing and processing costs.
- Allowed documents to be monitored online.
- Met all compliance standards for secure data transmissions.