

A finance company reduced their critical communications cost by 55% with imail comms

About

The company is a Consulting Financial Advisor to global organisations, providing outsourced support for the complex demands of the modern business landscape. They specialise in improving financial processes, enabling clients to focus on business priorities.

55%

reduction in critical mail costs

36%

increase in client action

72%

increase in client experience

Challenge

Our client, a leading Consulting Finance Advisor, faced challenges due to changes in the business climate. With more people working from home with fewer people in the office to receive physical mail, they needed faster, more effective, and dynamic communication workflows.

Their existing Digital Mail channel was time-consuming, expensive, and lacked security. For example email address validation became manual and arduous. Additionally, they lacked the ability to view mail open rates with their existing process. They needed to move their workflows to a secure and automated platform that incorporates omnichannel triggers while maintaining security.

Solution

To address their challenges, our client implemented imail comms Digital Mail workflow which enabled them to automate and digitalise their critical communications.

The new platform delivers a client solution through Digital Mail, which links to a secure portal for document retrieval and analytics. The new process includes multiple omnichannel interactions and touch points, all while maintaining the security of mailed items.

Results

The imail comms Digital Mail solution delivers significant benefits, by automating digital and mail processes, improving communication speeds, whilst improving client action and therefore reducing debtor days. It also saves time and internal resource.

As a result of the integrated workflow, the customer experience is enhanced combining simple Digital Mail with the existing hybrid mail solution. The analytics identified further opportunities for improvement, resulting in additional workflows for omnichannel comms, with an improved overall client experience of 72%.

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As a finance director, I am pleased to report that our company's collaboration with imail comms resulted in a **55% reduction in direct mailing costs**. Moreover, we have seen a 36% increase in client action and a remarkable 72% increase in client experience. This proves that investing in modern technology and innovative solutions can drive significant results and create value for our business and clients alike.

Finance Director

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