



Leading Investment Services Firm Saves Time and Money with Broadridge's Rapid Onboarding Solution

A leading U.S. investment services firm with over \$3 trillion in client assets and 1.5 million corporate retirement plan participants was seeking a new way to produce and deliver approximately 400,000 direct mail letters to reach new customers and expand its business.

As a Broadridge client since 1996, leveraging a breadth of solutions – including multi-currency capabilities, mutual fund compliance and asset intelligence tools, and client and regulatory communications, totaling 89 million print and mail packages a year – the firm knew they could rely on Broadridge.

The Challenge

While they had confidence in Broadridge and its communication solutions, the firm was concerned about the unbudgeted cost and implementation time required to make a change to the production of their direct mail letters – until they heard about Broadridge's patent-pending Rapid Onboarding solution.

The Solution

Rapid Onboarding enables quick and easy onboarding of communications by cutting out the time and resources needed to prepare print-ready data for delivery. By applying emerging technologies, such as high-performance computing and artificial intelligence, Rapid Onboarding is a major industry and technology achievement that:

- Finds and extracts data from images without any ambiguity
- Transforms the extracted data into a fielded data element
- Requires no changes to document-generating software, document formats or controls
- Maximizes postal efficiencies, quality and tracking with Broadridge's automated factory control system
- Supports omni-channel delivery – print and 12 digital channels – with a single platform

Rapid Onboarding significantly reduces the time-consuming steps of producing a factory-ready file and document – from modifying the pre-processor to gathering system requirements, from creating configuration tables to adhering to operational specifications. It also greatly reduces the involvement of technical resources.

“Broadridge's scale and use of emerging technologies allowed us to consolidate vendors, accelerate mail delivery and reduce postal costs while improving the client experience. With Broadridge's Rapid Onboarding solution, we experienced cost and time efficiencies that exceeded our expectations.”

- Managing Director at a leading U.S. investment services firm

The Result

With Rapid Onboarding, the firm's direct mail letters were onboarded 75% faster and well-exceeded their cost-savings expectations.

The firm's Managing Director stated, "We are constantly looking for ways to improve how and what we communicate to our clients in the most cost-effective and efficient manner. Broadridge's scale and use of emerging technologies allowed us to consolidate vendors, accelerate mail delivery and reduce postal costs while improving the client experience. With Broadridge's Rapid Onboarding solution, we experienced cost and time efficiencies that exceeded our expectations."

Anthony Reynolds, Vice President, Applications Development at Broadridge added, "We did more with Rapid Onboarding for the firm than we originally anticipated and we were still well under the hours that are typical for a conversion. The experience enabled us to expand the solution's capabilities to meet the growing needs of our clients."

Ready for the Future

Due to the success of the onboarding effort of its direct mail letters, the firm is looking to onboard additional communications to Broadridge using Rapid Onboarding.

"Rapid Onboarding was a win for both the firm and Broadridge," shared Chris LaForest, Vice President at Broadridge. "Both companies continue to discover new innovative ways we can leverage technology to support their strategy and goals."

As technology changes and investor expectations rise, the firm is well positioned to continue to drive cost savings and efficiencies, meet regulatory requirements and increase engagement with Broadridge communication solutions.

Let's talk about how you can make every communication more valuable. **Contact us today** by visiting broadridge.com/cloud or calling +1 (844) 447-7694.

About Broadridge Customer Communications Solutions

Our customer communications solutions transform how organizations communicate with their customers by creating an optimal, integrated digital and print experience. By seamlessly connecting customers with relevant content across the existing and emerging channels they prefer, your transactional, marketing and regulatory communications can drive greater efficiency, engagement and results.

About Broadridge

Broadridge, a global fintech leader with over \$8 billion in market capitalization, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

Communications
Technology
Data and Analytics

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