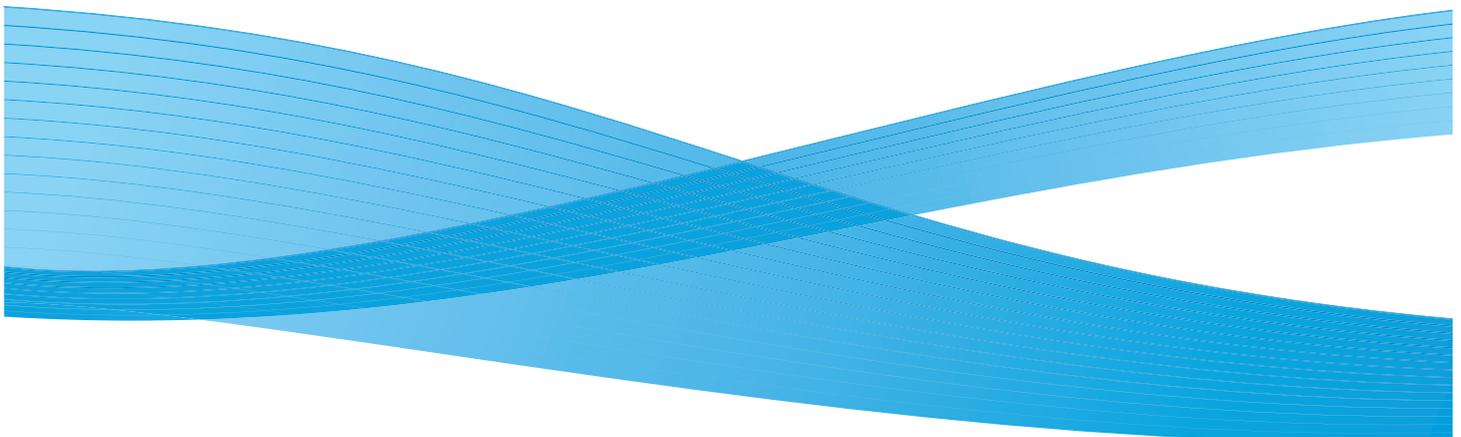
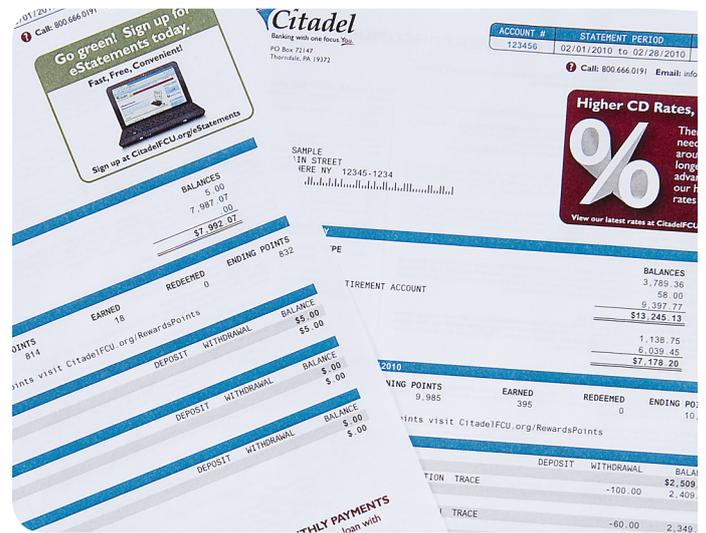


Full-colour digital printing enhances account statement and opens more profitable possibilities.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



Citadel Statement Redesign, TransPromo Category

Cathedral Corporation

Cathedral Corporation is a leading provider of transactional documents, customer care communications and personalised direct mail and e-marketing programs in the United States. Based in Rome, New York, the company serves more than 5,000 businesses and non-profit organisations nationwide across a broad range of industries—from banks and credit unions to healthcare and religious organisations.

Creating opportunity from technological innovation has always been an important part of Cathedral's corporate strategy. In the last decade, Cathedral expanded its operations to provide a wide range of marketing and financial communications services, including invoice and statement presentment, cheque and remittance rendering and internet billing and payment. They have also developed their own highly regarded e-Statement solution providing online statements, cheque imaging, and statement archiving either in HTML or PDF formats.

On the web:
www.cathedralcorporation.com

The challenge

Citadel, a credit union based in southeastern Pennsylvania, United States, faced a challenging corporate objective of growth in an expanding market. As part of this, they knew they had to improve their monthly account statements to not only support a consistent brand image, but to increase member satisfaction by making their statements more usable and less confusing. However, Citadel's monthly statements were very out of date. They had been produced in black and white on pre-printed stock, using a design and layout that was 20 years old. Their statements had proven so difficult for members to read and understand, that they generated an influx of customer calls near the end of every month—so much so that extra staff were needed during these periods to handle the call volume.

A complete redesign was critical ... and Cathedral Corporation took this task to the next level.

The solution

Introducing colour to Citadel's statements was the first step Cathedral took toward enhancing usability and understanding. Colour was used in the design to highlight key information such as deposit and loan balances, which helped eliminate customer confusion. With the help of GMC Software Technology, Cathedral was also able to instill a sound data management and preparation process. Cathedral then illustrated how digital colour printing could easily integrate variable messaging and photos into every statement. These targeted messages, which readily drew the reader's attention, were much more powerful than text-only messages.

To accomplish all of this, Cathedral used their Xerox® 980 Colour Continuous Feed Printer and components from the Xerox® FreeFlow® Digital Workflow Collection. This combination enabled Cathedral to simultaneously process variable transaction data from Citadel and a file from a third-party provider containing reward points data for each member. Once processed, the integrated statements were quickly and accurately produced to meet mailing deadlines.

The benefits

Citadel was very impressed with the colour production of their new statements—and even more so with the TransPromo possibilities that digital colour opened up to them. The company is already looking into further expanding their marketing by targeting members of particular branches with specific offers, especially since they can now include up to 10 unique messages to 10 different member groups in a single statement cycle. Cathedral's solution has also resulted in significant savings in mailer production, and materials and postage costs, now that separate mailings containing reward points and special offers are no longer necessary—which is helping Citadel meet their business objective of cost reduction and growth as well as reducing call centers and staff.

Cathedral continues to expand their work with Citadel and is currently using this success to market their capabilities to other credit unions and community banks.

