

# turning paper into power

## *A Customer Success Story from Scan-Optics*

### Undeliverable Shareholder Communications Find a Better Destination

**The Situation** America is a mobile society. The proof can be found in the mailroom of almost any large company. Off in the corner is a growing stash of mail returned to the sender by the post office because it could not be delivered. More often than not, these bags of RPOs, as they are called, are continually relegated to the back burner, though they may contain checks, information required by law to be communicated to customers, and other vital communications. And in our competitive business climate, companies need to know how to reach their customers – and if and when they are not reaching them.

**The Scan-Optics Solution** For one large financial institution, Scan-Optics first began processing returned stockholder proxies at its Document Processing Outsourcing Center in Manchester, CT in 2005. That led to the customer company turning over the processing of dividend checks returned by the post office. As the Scan-Optics solution proved to be efficient and cost-effective, the customer company turned over more of its RPOs from its shareholder services department, including transaction advisories, dividend reinvestment notices, tax forms and all the information the company mailed to shareholders quarterly and annually. The work is labor intensive, requiring operators to open envelopes, repair rips, straighten and sort documents and stamp checks VOID before the documents can be scanned and reports prepared for the customer company. For certain mailings, when there is a forwarding address, Scan-Optics creates new labels, puts the documents in new envelopes and remails the information. In 2008 alone, Scan-Optics processed over 650,000 documents for this customer.

**The Sequel** Recently this long-term customer merged with another large financial institution. Now many more groups and business units were involved, and the process of how the various types of returned mail would be handled had not been clarified. During the early stages of the merger, many different types of forms and mailings were sent to Scan-Optics, by default. Scan-Optics rose to the occasion, sorting the returns, writing software programs to scan and process the various forms, and helping the customer with this aspect of a massive merger. The value of a partnering relationship and the capabilities of Scan-Optics' Document Processing Outsourcing Center were proved, over and over, during the upheavals of the merger.

