

MANAGING  
AD HOC  
MAIL

quadi<sup>7</sup>ent  
Because connections matter.



## Add value to every customer communication

Not all mail is planned or sent in bulk. Individual communications, or ad hoc mail, is a part of every company's operations and fluctuates on a daily basis. While some organizations may have a mail center, they may not have an effective way to manage ad hoc mail.

### What is ad hoc mail?

Ad hoc mail is any customer communication that falls outside of your regular bulk distribution schedule. Depending on the industry, this may include documents like appointment reminders, insurance policy updates, mortgage application letters, court summons, product announcements or special offers.

Ad hoc mail contains critical and at times confidential information. The better the quality product that your company puts out, the better it reflects on your business and drives company growth.

No day is ever the same, especially when it comes to sending outbound mail. Daily business operations require numerous employees to send ad hoc customer communications. Ad hoc mail is necessary and important, but how do you make sure that your organization is delivering a consistent customer experience and optimizing costs?

**BACKED BY THE EXPERTS**  
Gartner, Forrester, and Aspire



**EXPERIENCE**  
A rich history of world-class leadership



**PROVEN RESULTS**  
96% customer satisfaction rate



**EXPERTISE**  
8 billion personalized experiences annually





## WHAT ARE THE BENEFITS OF MANAGING AD HOC MAIL?

If ad hoc mail is not managed in the right way, there is a possibility that it could negatively affect your organization.



### COMMUNICATING A UNIFIED BRAND IMAGE

When organizations enable employees to create and send ad hoc customer communications without the proper controls in place, the risk of an inconsistent customer experience is inevitable. The look and feel of documents, produced by various individuals, lack continuity and may not be in line with your corporate identity. For companies with remote employees, delivering a standardized look becomes even more challenging.



### ENSURING COMPLIANCE AND SECURITY

How do you ensure that ad hoc mail is secure and meets compliance requirements? New employees, for example, may not be up to speed with company policies or brand standards. Without a way to review or track customer communications, how do you validate document integrity and know the right document is going to the right customer?



### OFFERING MULTI-CHANNEL DELIVERY

These days, customers interact with companies via a range of delivery channels. Offering multi-channel delivery options for both batch and ad hoc mail helps you build a more personalized relationship with your customer.



## WHY CHOOSE IMPRESS DISPATCH?

Quadient's Impress Dispatch is an ideal solution for managing ad hoc mail. It leverages your existing infrastructure and allows unlimited employees to prepare, review and approve outgoing ad hoc documents from any location and automatically send them to your mail production center or to your customer's dedicated, secure document portal.



### EASE OF USE AND PERSONALIZATION

Its integration with Impress Automate and the intuitive interface offers employees the flexibility to customize documents with additional text, images, targeted messaging, or personalized attachments to further enhance communications and make them more relevant for each customer.



### OPTIMIZED RESOURCES TO MINIMIZE COSTS

Save costs throughout your organization. Benefit from more efficient processes along with optimized postal rates from consolidated mail volume. Impress Dispatch is integrated with Impress Automate's intelligent barcoding technology to group documents together and ensure the right communication is sent to the right customer.



### IMPROVED CUSTOMER AND EMPLOYEE EXPERIENCE

Users have the option to select different delivery channels to satisfy customer preferences whether it's printed mail, email, a document portal or even outsourcing through hybrid mail.

Impress Dispatch helps accelerate the preparation of ad hoc documents so employees regain valuable time to focus on higher value tasks. Standardized documents may be saved as templates for future use, for a seamless look and to reduce set up time to just a few clicks.

Impress Dispatch also includes archiving capabilities that provide complete visibility to your document history via a user-friendly dashboard.



### GOVERNANCE

The Impress Dispatch solution has a simple built-in approval process. Before the communication is released for production, different user roles may be established to review and approve documents to confirm proper branding and format or catch any critical errors.

Adding a level of control to your ad hoc mail that is easy for your employees to manage will ensure that customer communications are always polished, professional, and promote a positive customer experience.



DISCOVER THE POWER OF QUADIENT'S  
IMPRESS DISPATCH TODAY.

OPTIMIZE. TRANSFORM.  
ENGAGE WITH QUADIENT.

Because Connections Matter.



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## About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadient, visit [www.quadient.com](http://www.quadient.com)

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