

CASE STUDY

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Because connections matter.

RowCal adds yet another “smarter way to HOA” with Quadient Impress



Challenge

RowCal was challenged in getting mandatory communications out to homeowners in a timely and compliant manner due to outdated tools and cumbersome manual processes that were familiar only to a few staffers. Missed deadlines would require new rounds of communications that incur additional costs and labor.

Solution

After a lengthy search, RowCal selected Quadient® Impress to optimize their mailing process. Quadient Impress, a SaaS cloud-based solution, automates the preparation of outgoing communications and delivers them either through digital channels or physically through a module called Impress Distribute, which processes the communications through a secure and compliant mail production facility for postal delivery.

Results

RowCal was able to empower their employees with Impress to manage mailings of welcome letters, meeting notices, and association updates by themselves, resolve any potential issues, and meet all mandatory deadlines. Employees take under 30 seconds to process their mailings with Impress, and then the Impress Distribute module takes one to three days to prep physical mail for the post office, compared to their previous service, which took as long as two weeks.



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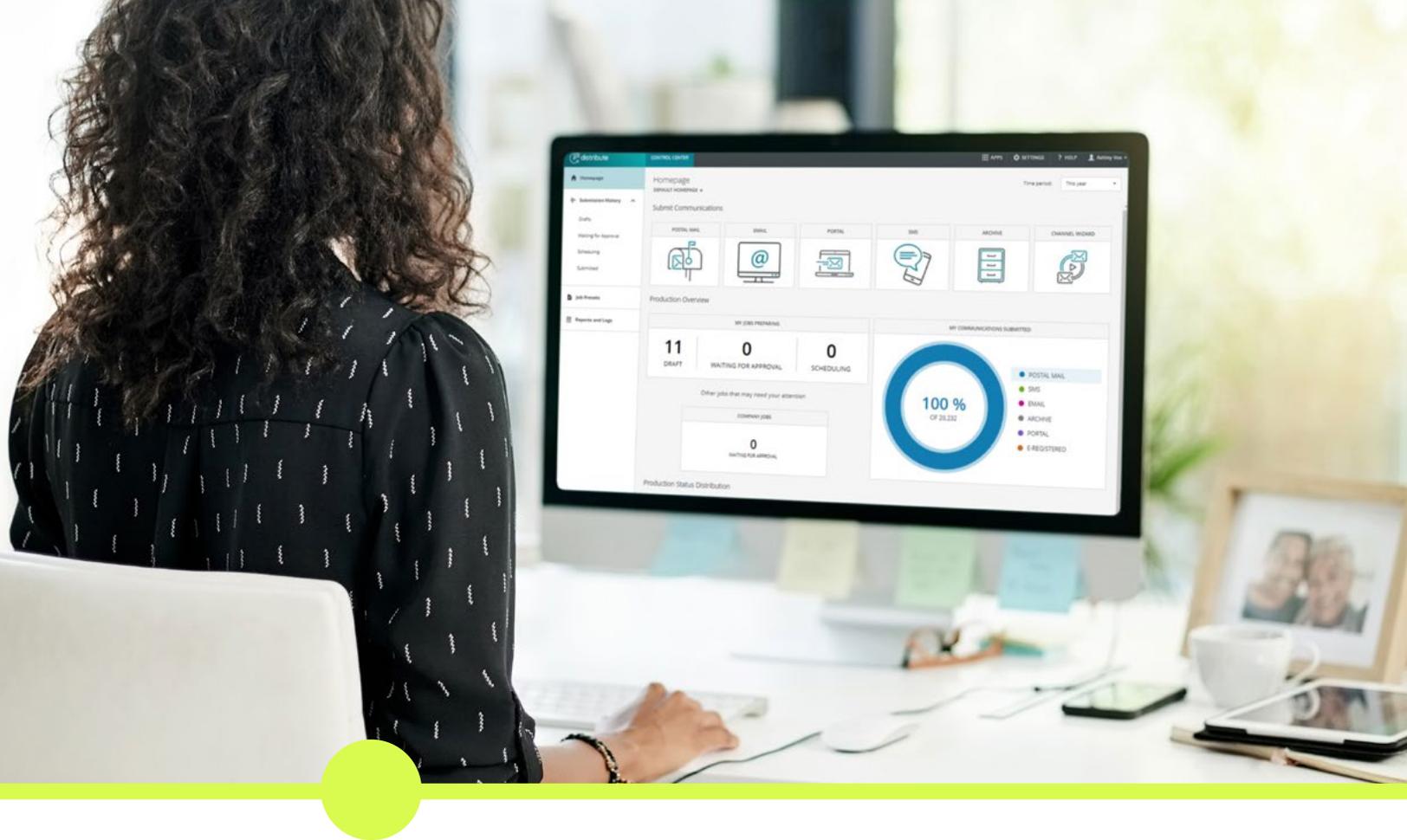
We were able to see how our mailing process would work with Impress and how fast, reliable, and user-friendly the solution was. We've realized we could easily empower our managers to undertake any of these mailings themselves. They're able to process their own mailings in under 30 seconds!

— Ashley Vos, Process Improvement Manager at RowCal

RowCal is an HOA (homeowner association) property management specialist and innovator. Committed to “The Smarter Way to HOA,” RowCal brings together innovation, technology, and expert partnerships to raise the bar on client satisfaction for the 300 associations, comprising of approximately 27,000 homes, under its management. To help increase the value in their associations' assets, RowCal strives to provide service with greater confidence, control, vision, and success to homeowners.

Maintaining superior homeowner experience is RowCal's number one goal. One aspect of that experience is the communications with homeowners, which include welcome letters to new clients, meeting notices, and association updates that need to be timely and compliant. According to Ashley Vos, Process Improvement Manager at RowCal, “Meeting notices and association document updates must meet certain time constraints and abide by state laws and rules. All of these documents are very important for homeowners to receive in physical form and in a timely manner.”

Meeting notices must be postmarked by a certain deadline and if missed, the meetings must be rescheduled and pushed out another 30-45 days, restarting another round of communications. “Postal delays were the number one challenge that we were facing. With unexpected situations and busy seasons like Christmas, the postal service gets very hectic, and everything gets delayed. When we have documents that we have to get to our clients within a certain timeframe, those delays just can't happen. Resending a round of fresh communications would incur additional costs that RowCal had to absorb because our service is an all-inclusive cost and we don't nickel and dime our clients,” Ashley explained.



Always on the lookout for smarter ways

The number of communications that are sent out varies throughout the year. At the peak, towards the end of the fiscal year, a few hundred mailings go out as new budgets are sent to the homeowners. The previous tool used to process these mailings was outdated, required manual loading of data (such as a homeowner report), and was familiar to only a couple of staff. If either of the staff was out of the office, the other would have to assume a much higher workload, and if both were absent, the mailings would have to wait until their return for processing.

To maintain client satisfaction and minimize cost impacts on the business, RowCal researched solutions for document automation. “Our Director of Operations took the initiative to find a better tool to process our mailed communications. He went through a lengthy search and, after meeting with quite a few companies, decided to go with [Quadient Impress](#). When we sat down with Quadient, we were able to see how our mailing process would work with Impress and how fast, reliable, and user-friendly the solution was. Since then, we’ve realized more

and more that we could easily empower our managers to undertake any of these mailings themselves instead of waiting for others to do it for them,” Ashley noted.

Quadient Impress is a SaaS solution—accessible from any internet browser, any location, and any time of day. The solution automates the preparation of outgoing communications, eliminating manual and mundane processes through digitization, and allows staff to focus on other business-critical tasks. Documents are uploaded through a user-friendly web interface for processing and then delivered through digital channels or physically through Quadient’s secure and compliant mail production facility.

Document delivery automation for employee empowerment and operational optimization

From time savings, traceability, and compliance to an empowered workforce and improved client experience, RowCal realized an instant return on investment with Quadient Impress for the automation of their outbound client communications.

“It was absolutely fantastic to show all of our employees how fast and easy it is to process the mailings themselves. The preset templates and automated workflows uploaded to the Impress platform gave them a lot of comfort knowing that they’re not going to make any mistakes. They’re also able to process their own mailings in under 30 seconds! Once submitted, their documents are delivered through a module, called Impress Distribute, to a Quadient

mail production facility for prepping physical mail for the post office. Distribute takes only one to three days for this compared to our previous service, which sometimes took as long as two weeks,” Ashley said.

The staff has full visibility at every stage of the mail process and tracking information at their fingertips to quickly resolve any issues that may arise. They are also reassured that the communications are regulatory compliant, free of errors from manual execution, and meet all deadlines, thereby avoiding additional expenses from the rescheduling of meetings. In turn, RowCal is able to maintain client satisfaction with the community of homeowners and boards.



Since moving to Quadient Impress, our mailings are getting to homeowners much faster than through our previous service. Postal delays are out of our control, but we have done our due diligence and greatly reduced our timelines for processing mailings with this new solution. Empowering our employees with Impress has also been a huge benefit and I would absolutely recommend Quadient to other property management companies. We’re very happy to be partnered with Quadient as we grow RowCal nation to new heights and possibilities.

— Ashley Vos, Process Improvement Manager at RowCal



About Quadient®

Quadient is the driving force behind the world’s most meaningful customer experiences. By focusing on three key solution areas including Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related 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 is part of the CAC® Mid & Small and EnterNext® Tech 40 indices.

For more information about Quadient, visit www.quadient.com