

CASE STUDY

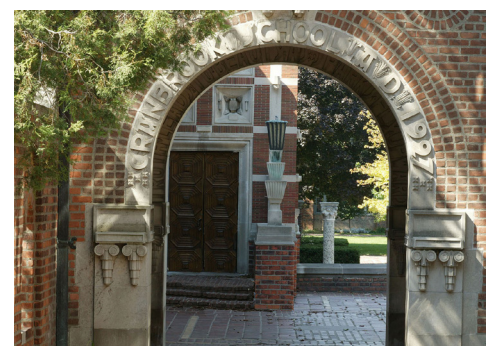
quadi<sup>ent</sup>

## Cranbrook Educational Community levels up with Quadient's new-standard iX-9 mailing system and S.M.A.R.T. software



Cranbrook Educational Community (“Cranbrook”) is a leading centre of education, science, and art located in Bloomfield Hills, Michigan. Founded by Detroit philanthropists George and Ellen Booth in 1904, Cranbrook’s 319-acre campus is comprised of a graduate academy of art, contemporary art museum, house and gardens, institute of science, and pre-K through 12 independent college preparatory schools. Cranbrook receives thousands of visitors and students to its campus each year. It was designated as a National Historic Landmark in 1989 as it houses the works of world-renowned architects and sculptors.

CRANBROOK



## Challenge

Cranbrook Educational Community's mail centre processes 21,000 pieces of mail and packages for domestic and international shipping per month. Cranbrook wanted to streamline and improve the mail centre's service to all departments on campus. They needed a solution that could easily compare shipping costs and subsequently better track and share outbound shipping information with the senders.

## Solution

Today, Cranbrook uses the [iX-9 series mailing and shipping system](#) to seal, weigh, measure, frank and stack large mail runs in minutes and the [S.M.A.R.T.](#) application for the ultimate shipping, mailing, accounting, reporting and tracking experience. With the iX-9, Cranbrook receives automatic rate change updates and postage refills.

## Results

Smoother mail processes have resulted in better service relationship with senders, fewer shipping delays and returns, and improved reporting abilities.

Melanie Couzens, Cranbrook Mail Centre Logistics Manager, estimates they have saved approximately \$5,000 annually in labour and postage expenses. They have gained a 75% time savings from being able to send out batch shipments and eliminate manual processes with S.M.A.R.T., with Commercial Base Pricing that come with Quadient's mailing equipment.

## Moving up the ranks with next-generation solutions

Today, the mail centre processes 21,000 pieces of mail and packages for domestic and international shipping per month. Types of items shipped out include informational and welcome packets for Cranbrook school and art academy admissions, merchandise sale from the art museum, and props and costumes for the performing arts department, among others. To more effectively service the various departments, the mail centre needed a better way of tracking and sharing outbound shipping information back with the senders.

Couzens turned to the Quadient team to see what solutions were available to better meet Cranbrook's needs in 2022 and was presented with a comprehensive proposal for the iX-9 series mailing and shipping system powered by S.M.A.R.T. The iX-9 automatically seals, weighs, measures, frank, and stacks large mail runs in minutes while S.M.A.R.T., offers the ultimate shipping, mailing, accounting, reporting and tracking experience all from a single dashboard.

The iX-9 series mailing and shipping system



## High scores for upgraded capabilities

Couzens expressed satisfaction with the new system, “Now, it’s so much easier to notify the senders so that they can keep track of any shipments that we’re processing for them instead of them having to follow up with us. We can enter multiple e-mail addresses and they all immediately receive notifications with time stamp of when their package is processed.”

The iX-9 is also compliant with latest technology carrier requirements, which applies accurate postage, stronger security, automatic rate changes and other updates. “Being compliant is another nice feature of the iX-9. We don’t have to worry about incorrect addresses anymore because the system catches it for us. So, we have fewer delays and returns,” said Couzens.

Couzens estimates they have saved approximately \$5,000 annually in labour and postage expenses by using the iX-9 with S.M.A.R.T. They have gained a 75% time savings from being able to send out batch shipments and eliminate the manual filling of customs forms, entering addresses, and keeping abreast of rate changes.



The Cranbrook Mail Services Team

IT WAS MY FIRST TIME IMPLEMENTING CHANGES IN THIS AREA, SO I WASN'T SURE AT FIRST IF I HAD MADE THE RIGHT CHOICE IN SWITCHING FROM THE COMPETITOR. BUT AS TIME WENT ON, I REALLY CAN'T ENVISION LEAVING QUADIENT. IT'S BEEN A POSITIVE EXPERIENCE. THINGS HAVE MOVED IN THE RIGHT DIRECTION, AND THEY'VE GOTTEN BETTER, SO I'M DEFINITELY HAPPY WITH QUADIENT AND HAPPY TO CONTINUE WORKING WITH THEM ON OUR MAILING SOLUTIONS.

**Melanie Couzens**

Cranbrook Mail Centre Logistics Manager

# quadi<sup>ent</sup>

## About Quadiant®

Quadiant is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadiant helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadiant, visit [quadiant.com](https://quadiant.com).

