

The background features a low-angle shot of a modern building's facade, characterized by a grid of windows and horizontal architectural elements. The image is overlaid with a dark grey semi-transparent rectangle in the center and a bright blue vertical bar on the right side.

Correspondence platform  
implementation for leading  
Financial Services Group

**SARATOGA**

## The client

Saratoga partnered with a premium African Financial Services Group, which offers a broad spectrum of financial solutions to retail and corporate customers across key markets in 17 countries.

The Financial Services Group offers investment solutions and advice to some of South Africa's largest institutional and private investors. Through their teams of financial planning specialists, they offer Integrated Wealth Planning, Goal Planning, Private Client Securities and Fiduciary Services.

A key business function for the organisation is the delivery of correspondence and reporting to both customers and advisors to communicate investment, tax and customer on-boarding information, both electronically and through traditional mail.

## The challenge

Within the organisation's Wealth Management business unit, there was a crucial business need identified to improve the quality and quantity of correspondence being sent out to stakeholders.

The aim for the Financial Services Group was to enhance their customer' and planners' experience, enabling them to decide how and when they wished to receive communications. In addition, 'The Wealth Planner' offered by Wealth Management needed to provide more relevant and meaningful information for all their customers' investments.

The existing solution had been developed over a period of time and had limited functionality and design capability, creating communication which looked visually unprofessional.

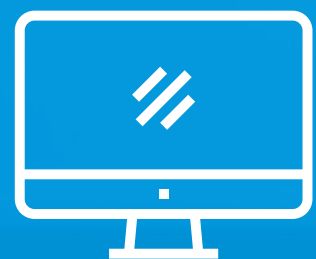
The generation of correspondence was also suffering long turnaround times and the existing platforms were no longer under a support agreement, and therefore very expensive to maintain.

## The solution

After an extensive assessment process, the Financial Services Group selected Quadient Inspire as the new correspondence solution because of its suitability to Omni-Channel, and its high-speed design and output.

As an agile and scalable platform, this Customer Communication Management System could provide their Wealth Management with a significant competitive edge by enabling professional and modern correspondence to their customers and advisors.

Saratoga partnered with the organisation during the implementation phases of a number of correspondence initiatives and provided quality software development, strategic business analysis and professional project management services.



Quality Software  
Development



Strategic Business  
Analysis



Professional Project  
Management

## Provisional Tax Certificates

With the first project, Saratoga was tasked with guiding the Central Tax Department of the Financial Services Group through using the new correspondence engine to successfully assist them with the delivery of the Provisional Tax certificates for February 2020.

The roll-out of this system included several steps which our skilled consultants assisted with, including:

- The design and creation of certificate templates .
- Mapping and linking the data.
- Testing and managing stakeholder sign-offs.

The final PDF documents were then generated and delivered to the document management system for distribution. Notably, the successful completion of this project laid the foundation for delivering the 2021 Annual Tax Certificates for the entire Financial Services Group.

## Shared Services Capability

As part of our partnership with the organisation, Saratoga was also tasked to create a shared services capability for the Quadient Inspire correspondence solution that would give multiple business units within the Group the ability to design and generate communication artefacts.

The shared services capability was created on a cloud platform architecture using Amazon Web Services (AWS), and includes the synchronisation of the processes, security layer, and financial and licensing management necessary to make the correspondence platform accessible for self-service.

## Transformation Programme

Following the progress with the correspondence projects, stakeholders from the Financial Services Group Transformation Programme (SAT) expressed interest in the solution's fast turnaround times and relative ease of use.

Working with the Wealth Managers' SAT team, Saratoga developed a Proof of Concept to test the existing end-to-end correspondence process against the new Quadient capability.

The results were extremely positive and proved the potential effectiveness of the solution within a broader product context.

## The results

Saratoga continues to closely partner with the Financial Services Group to drive the correspondence solution forward with a feasibility study, and with the creation of a business case in support of an enterprise correspondence capability which would be used by business units across the organisation.

### Business benefits

- Improved quality and frequency of correspondence.
- Ability to deliver customised information within a single report.
- Faster turnaround times for new communications and implementing changes.
- Consolidation of communications across multiple products.
- Reduction of errors and removal of complexity in correspondence generation process.
- Provide customised solutions to planners and customers.

### Strategic business benefits

- A more cost-effective correspondence system with better automation for distribution.
- Significantly contributing towards the competitive edge of the Financial Services Group.
- Enabling agile responses to the market.

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