



**SARATOGA**

**A Scalable Customer  
Correspondence System**

## The client

Our client is a South African investment administrator managing over R315 billion in retail assets with a team of over 80 professionals.

Initially, they launched their platform with agreed limitations in servicing their first two investment management clients and their investors. As they prepared to onboard additional clients, they needed to expand their services to include customer correspondence.

Saratoga was tasked with building this capability.

## The need

To successfully scale their business, the administrator required a secure, automated, and efficient customer correspondence system. This system needed to:

- Enable the seamless generation and distribution of correspondence, including investor statements and notifications.
- Integrate with multiple internal and external systems to ensure smooth operations.
- Provide transparency and control over the correspondence process.

Without this capability, the administrator would have no automated way to communicate with clients and investors, significantly limiting their ability to scale and service new clients effectively.

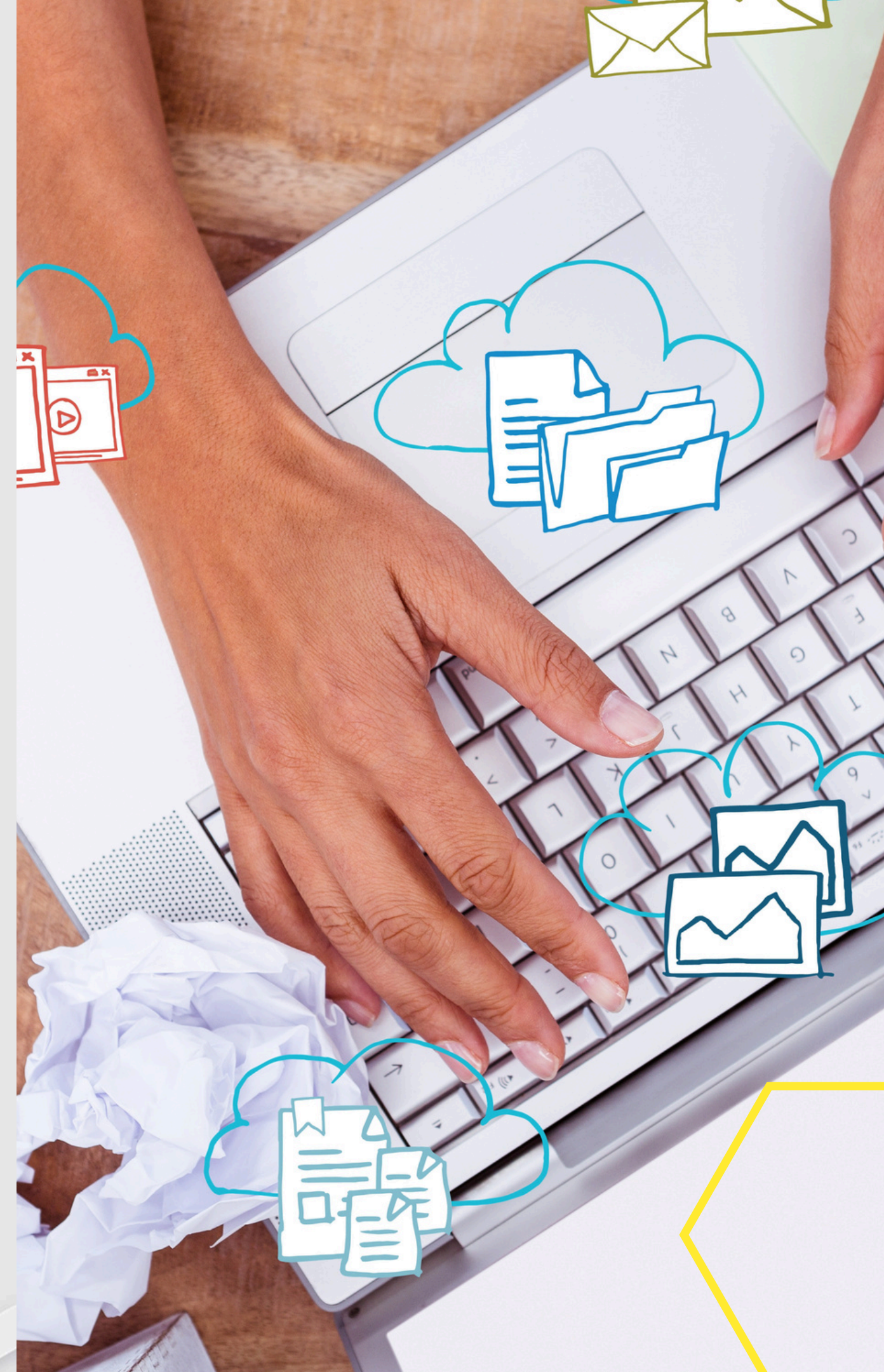
## The solution

Saratoga was brought on board to help design and implement a robust customer correspondence system that would integrate into the administrator's growing ecosystem.

### Developing a Standardised Internal Data Model

Before building the correspondence system, we first had to establish a standardised internal data model to centralise and manage client and investor data.

This data model ensured that correspondence could be generated based on accurate, structured information while also servicing the administrator's digital front end, a separate web-based platform used for managing and processing investment information securely.



## The solution

### Event Management and Correspondence Orchestration

We developed a sophisticated event management system to orchestrate correspondence-related processes. This does the following:

- Triggers correspondence events based on specific investment activities.
- Interrogates correspondence activity through a user-friendly interface.
- Provides administrative control to pause, review, or modify outgoing correspondence.

To generate the final correspondence artefacts, such as PDF statements, the event management system integrated with a correspondence generation platform where templates are administered.

This platform merged data from the internal data model with predefined templates to produce investor communications in a structured, compliant format.



## The solution

### Building a Distribution Capability

To ensure seamless and secure delivery of correspondence, we built a distribution capability by integrating with an external distribution system for sending emails and SMS notifications.

This allowed:

- Secure email delivery of investor statements with PDF attachments.
- Automated SMS notifications to inform investors of new statements or actions required.
- Real-time monitoring dashboards displaying distribution activity and system performance.



## The results

The implementation of the correspondence system transformed the administrator's ability to communicate with clients and investors at scale. Key outcomes included:

- Automated investor communications: Secure and efficient delivery of statements and notifications.
- Enhanced security: Controlled and monitored distribution, reducing data exposure risks.
- Streamlined integrations: Seamless interoperability with existing platforms and external services.
- Improved operational efficiency: Reduction in manual processes, enabling staff to focus on higher-value tasks.
- Greater scalability: A correspondence system capable of supporting the administrator's expanding client base.

**"One would not even know that they [Saratoga] are contractors due to how invested they have been in the project and in [us, the administrator]. What a bunch of great people!" – Scrum Master**

### The Benefits

- ✓ Automated, secure, and scalable customer correspondence
- ✓ Real-time monitoring and administrative controls
- ✓ Improved data integrity and compliance
- ✓ Seamless integration with existing investment systems
- ✓ Reduced manual effort and increased efficiency

Saratoga's expertise in **customer correspondence management, complex system integration, and software development** ensured the administrator was equipped with a world-class correspondence system, setting them up for future growth.