

# CASE STUDY:

PARAGON CUSTOMER COMMUNICATIONS COMBINES AN  
INNOVATIVE APPROACH TO ACCELERATE GROWTH



"WE CHOSE TO WORK WITH SEFAS  
BECAUSE THEY PROVIDE A PROVEN  
TECHNOLOGY PLATFORM THAT REALLY  
DRIVES TRANSPROMO."

# HISTORY

This story of combined innovation goes back over 15 years, when Paragon (then DST) acquired GE Money and inherited large client accounts, including 50 retailers offering store credit card facilities to customers. Paragon needed a software solution that could deal with complex, high volume variable print data and integrate with its existing Factory Management System (FMS).

The new solution needed to be capable of migrating existing accounts and be flexible enough to attract new customers. In addition, it was essential that Paragon's global operations remained fully functional.

With the selection of Sefas's Harmonie Communication Suite (HCS) software, Paragon was able to rapidly create and integrate the 50 storecard brands into its FMS. The sorting of multiple mail streams and the integration of Mailsort were provided through components of HCS. Additionally, other pre-formatted streams were integrated into the FMS and this solution enabled Paragon to offer its clients the ability to print full colour statements which used personal data to embed clear, relevant and targeted marketing messages.

Harmonie Communication Suite enabled transaction promotional or Transpromo messaging, allowing printed bills to be converted and personalised for every customer based on the end customer's channel preference. This included variable print data fields and bespoke designs, along with photographs of the latest retail fashions.

## THE ISSUE

Paragon acquired GE Money and inherited large client accounts, including 50 retailers and they needed a software solution that could deal with complex, high volume variable print data and integrate with its existing Factory Management System.

**PARAGON CUSTOMER COMMUNICATIONS IS ONE OF THE WORLD'S LARGEST COLOUR DIGITAL BUREAUS, WITH OVER 7,500 EMPLOYEES AND ANNUAL TURNOVER IN EXCESS OF €933 MILLION. FORMED IN 2017 WHEN PARAGON CC PURCHASED DST OUTPUT UK, THE COMPANY IS FOCUSED ON PROVIDING MARKET-LEADING COMMUNICATION SOLUTIONS FOR ITS WIDE CUSTOMER BASE.**

**THE COMPANY'S INNOVATIVE APPROACH HAS HELPED IT DELIVER NUMEROUS SECTOR-LEADING APPLICATIONS TO AN UNRIVALLED PORTFOLIO OF CLIENTS, SUCH AS SANTANDER, ORANGE AND TELECOM PLUS.**

**IT IS PERHAPS NOT SURPRISING THAT PARAGON IS UNDERPINNING THIS INNOVATIVE APPROACH WITH SOFTWARE FROM SEFAS'S HARMONIE COMMUNICATION SUITE TO DELIVER APPLICATIONS THAT ENSURE IT REMAINS AT THE CUTTING-EDGE OF PROVIDING PERSONALISED CUSTOMER COMMUNICATIONS SOLUTIONS TO ITS CLIENTS.**

**CUSTOMER BACKGROUND**



# THE SOLUTION

## SEFAS DESIGNER COMPOSITION

Document composition software solutions for the creation, composition and optimisation of document production.

## SEFAS DESIGNER RE-ENGINEERING DOCUMENT

Composition Software for modifying and enhancing existing documents.

**"HARMONIE COMMUNICATION SUITE GIVES US THE CAPABILITIES TO BETTER SERVE OUR CUSTOMERS THROUGH A SINGLE PLATFORM TO MANAGE THE DELIVERY OF CONTENT ACROSS ALL THE KEY COMMUNICATIONS CHANNELS – INCLUDING TRADI-TIONAL PRINT-BASED COMMUNICATIONS, EMAIL, SMS TEXT AND THE WEB."**

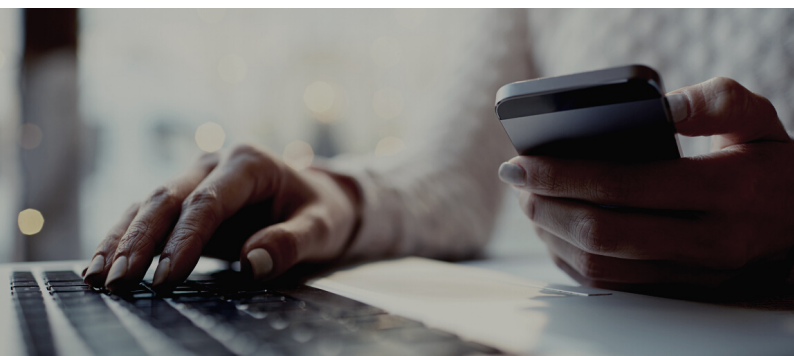
# TRANSACTION PRINT & MAIL

*"Through the utilisation of unique workflow solutions, we provide clients with the opportunity to deliver exceptionally targeted messages and up/cross-sell opportunities,"* said Malcolm Webb, Head of Business Development Sales at Paragon.

*"We chose to work with Sefas because it provides a proven technology platform that really drives Transpromo initiatives."* Paragon has deployed - and, indeed, contributed to the development of - Harmonie Communication Suite to effectively re-engineer clients' documents, allowing them to not only make the most of their budgets, but also maximise the results from their customer communications by producing targeted and effective content. This capability has quickly enabled Paragon to attract new business by being able to quickly absorb new applications and enhancing pre-composed print streams, saving timely and expensive IT-orientated re-composition processes.

# MULTI-CHANNEL COMMUNICATIONS

Of course, the success of personalised communications relies on being able to deliver information how, where and when the customer wants it. Paragon's production infrastructure includes litho print, mono and colour personalisation, as well as e-delivery options. The company's goal is to offer clients a complete end-to-end solution.



*"Harmonie Communication Suite gives us the capabilities to better serve our customers through a single platform to manage the delivery of content across all the key communications channels – including traditional print-based communications, email, SMS text and the Web," said Malcolm. "The open architecture of Sefas's solution enables seamless integration into our existing system and allows us to deliver a sophisticated end-to-end solution to our clients." He added: "The days of sending generic material to all customers are numbered. We ensure that they receive the information that is most relevant to them. This delivers obvious savings by reducing the production and mailing of irrelevant printed content, whilst providing an enhanced customer experience."*

## DATA SECURITY

Paragon has to ensure that all of its outputs meet the highest standards in terms of data integrity, security, confidentiality and compliance. The company has worked with Sefas to ensure additional measures have been implemented to optimise data security that meets the stringent requirements of Paragon's blue chip and financial clients.

The company's FMS, underpinned by Harmonie Communication Suite, ensures that all processes are managed to maximise cost savings and Mailsort discounts, without compromising service levels. Greater flexibility also means that Paragon can cope with changes in volumes and content in order to maintain a rapid, risk-free service that has been engineered to meet its clients' needs.





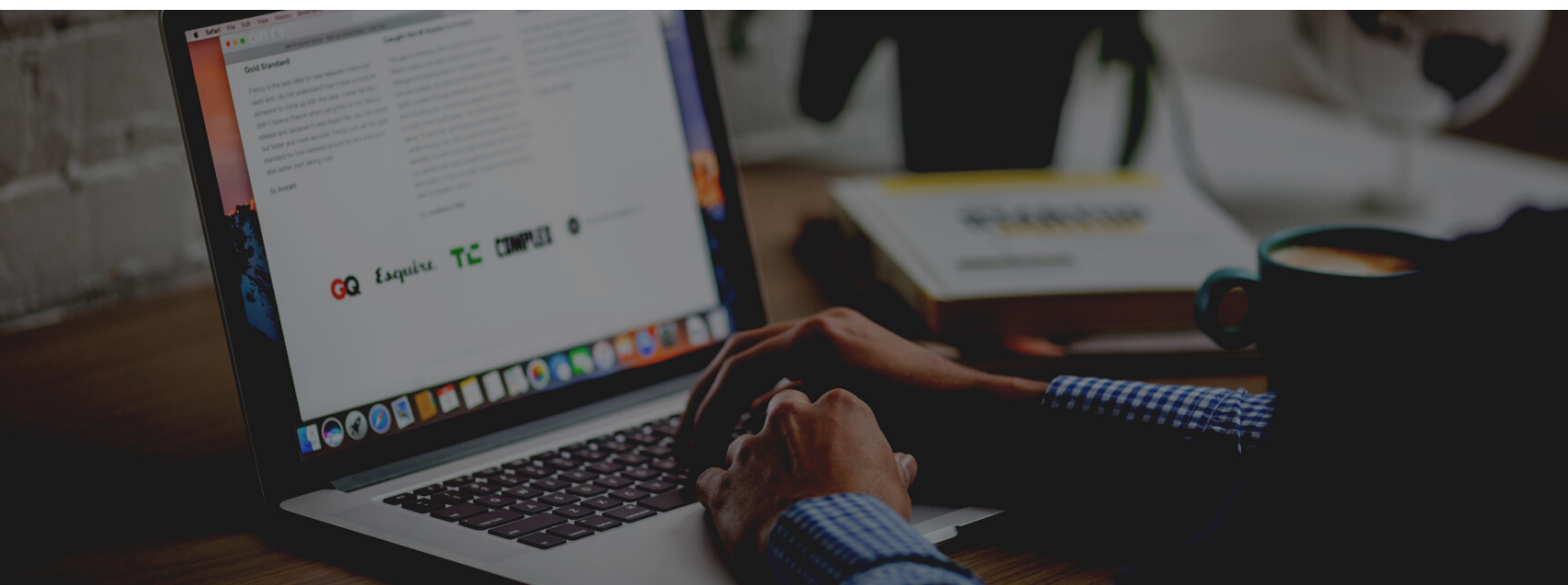
**"THE DAYS OF SENDING GENERIC MATERIAL TO ALL CUSTOMERS ARE NUMBERED. WE ENSURE THAT THEY RECEIVE THE INFORMATION THAT IS MOST RELEVANT TO THEM. THIS DELIVERS OBVIOUS SAVINGS BY REDUCING THE PRODUCTION AND MAILING OF IRRELEVANT PRINTED CONTENT, WHILST PROVIDING AN ENHANCED CUSTOMER EXPERIENCE."**

## COMPETITIVE ADVANTAGE

Harmonie Communication Suite has helped Paragon leverage significant competitive advantage in lean document production practices by reducing error rates and increasing throughput. It also enables the company to maintain the highest environmental standards in terms of optimising resources, increasing usage of double-sided printing and encouraging greater use of alternative communication media.

Malcolm Webb concluded: *"Sefas's Harmonie Communication Suite is totally flexible and scalable, which means we can provide all the print and online output technologies our customers demand today, and in the future."*

*We are able to maintain our track record of delivering innovative, results-driven applications for some of the country's best known companies. We are working with a partner that is really committed to delivering one-to-one communications appropriate to our clients and their customers."*





# CUSTOMER BENEFITS

- Attracting new business by being able to quickly absorb new applications and enhancing pre-composed print streams, saving timely and expensive IT-orientated re-composition processes
- Improved capabilities to better serve Paragon's customers through a single platform and managing the delivery of content across all the key communications channels.
- Cost savings by reducing the production and mailing of irrelevant printed content, whilst providing an enhanced customer experience.
- Greater flexibility -Paragon can cope with changes in volumes and content in order to maintain a rapid, risk-free service that has been engineered to meet its clients' needs.
- Significant competitive advantage in lean document production practices by reducing error rates and increasing throughput.

# DISCOVER MORE WITH SEFAS

Sefas Innovation is part of Docaposte. We are a software company that helps organisations produce meaningful, omni-channel customer communications to enhance customer experience.



From desktop publishing to responsive digital communication design on mobile devices, Sefas solutions help design and organise your customer communications on all traditional and digital distribution channels.

Our core business is developing software that helps Financial Services users more rapidly and effectively design, enhance or interactively author communications and distribute these communications with minimal risk.