



Navigant Credit Union Brings the Print Production of their Customer Communications Back to Rhode Island

Navigant Credit Union has been Rhode Island's premier, full service provider of financial services for over 94 years. As the oldest credit union in the state, Navigant Credit Union's vision of serving the working people has remained unchanged and is credited with the organization's progressive growth throughout the years.

the challenge

Each year, Navigant Credit Union delivers over 500,000 statements, invoices, direct mail and other 'mailable' communications to their existing and prospective members. With the expansive growth of their member base and rapid changes in the economic environment, Navigant Credit Union expressed concern over the cost and timeliness of their print programs.

The initial concern surfaced when their statement print provider relocated their local operations over 200 miles away to West Caldwell, NJ. The long distance relationship induced strain on Navigant Credit Union as they began to witness a breakdown in communications, delayed speed to market and slow response times. Navigant Credit Union acknowledged the need for a new, more local, statement print partner.

In addition to Navigant Credit Union's desire to bring their statement print program to a local, Rhode Island based vendor, they were eager to eliminate their multi-vendor print programs and find a full-service partner who could not only produce their statements but also cater to their direct mail marketing and presort mail needs, as well.

the solution

Immediately, Navigant Credit Union acknowledged that with the expertise of D3, Inc.'s statement printing division and the close proximity of the production facilities, their long-distance statement printing worries were over. Together, Navigant Credit Union and D3, Inc. designed an implementation strategy to align all aspects of their data-sensitive statement processing program. D3 demonstrated their ability to provide secure file transmission, inventory management, and variable data printing as well as maximized postal savings for the delivery of their statement print program.

Furthermore, D3, Inc. responded to Navigant Credit Union's multi-vendor arrangement with a single point, 360 degree solution for their direct marketing needs. Under the supervision of a dedicated Account Manager, D3 showcased their ability to provide a seamless suite of creative, list management, data analytics, unique digital and offset print formats and logistics services.

the result

The new partnership with D3, Inc. has already yielded an 18% savings for Navigant Credit Union's overall statement production and distribution costs. Navigant Credit Union is pleased with the responsiveness of D3, Inc.'s Account Management Team and has begun witnessing significant postage savings on their outgoing mail distribution program.

Overall, the new partnership has afforded Navigant Credit Union with a simplified, streamlined process which has improved operational efficiencies, afforded communication transparencies and reduced their overall marketing and communication costs.

