

WHAT CUSTOMERS WANT

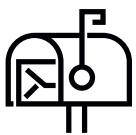


They want their communications in print, digital or both, personalized and accompanied by a great experience. Since preferences are ever-changing, companies must deliver what their customers want.

PERSONALIZE

“Direct mail and email are the most preferred communication methods, followed closely by social media. Personalized, relevant content from a familiar, trusted sender have the highest open rates.”

Source: Annual State of Marketing Communications Consumer Survey, Keypoint Intelligence – 2020



Direct Mail

Email



Personalized, Relevant Content

48.2%

43.4%



Ages 18 to 55+
36%-61%

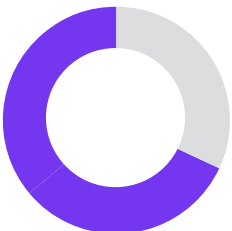
Ages 18 to 55+
33%-52%



Familiar, Trusted Sender

43.2%

39.7%



Ages 18 to 55+
32%-64%

Ages 18 to 55+
31%-57%



Roughly **46%** of respondents, regardless of age or technology adopter type, had no desire to “go paperless.”

EXPERIENCE

“The oldest consumers and early adopters were the most likely to switch providers due to a bad experience. The youngest consumers and early adopters were the most likely to spread the word about positive experiences.”

Source: Annual State of Transactional Communications Consumer Survey, Keypoint Intelligence – 2019



Nearly **40%** of early adopters would pay a premium if it guaranteed a good customer experience

OUTSOURCING

“For businesses that hope to achieve increased levels of customization and a higher degree of complexity, outsourcing is a great strategy. It enables access to better technologies and processes, while also enabling companies to refocus on their core businesses.”

Source: Annual State of Transactional Communications Business Survey, Keypoint Intelligence – 2018

Top 3 reasons to outsource communications



Reduce costs



Increase efficiency



Improve quality of customer communications

To learn more, watch the complimentary Keypoint Intelligence webinar:

“The Importance of Print in the Hybrid Communications Mix”



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About Quadiant®

Quadiant, formerly Neopost, is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadiant helps simplify the connection between people and what matters. Quadiant supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadiant is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small index.

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