

GLOBAL EUROPEAN BANK

Cutting costs and transforming customer communications

How the personal finance arm of a multinational bank modernised communications for 4 million customers, increased paperless adoption and delivered £1 million in annual savings.

With more than 50 years of consumer finance experience, the bank had already begun moving customers away from paper. However, its communications landscape remained fragmented across multiple technologies and suppliers. The organisation partnered with Mail Metrics to create a more efficient, controlled and scalable model.

THE PROBLEM

Communication processes were spread across a mix of technologies, suppliers and local office practices. This created unnecessary complexity and cost, while limited auditability made compliance and control harder to manage.

The bank needed a single solution that could reduce manual printing, improve oversight, protect brand consistency and deliver a better customer journey at scale.

HOW WE HELPED

Mail Metrics helped centralise and digitise customer communications using content management tools together with email, SMS and hybrid mail capabilities.

The new model reduced back-office print volumes, optimised letter distribution and replaced localised printing with a controlled process. It also created a fully auditable communications trail and tighter brand compliance.

“80% of the bank’s statements are now paperless.”

THE RESULTS

The transformation delivered measurable financial and operational benefits. Paperless adoption now covers 80% of customer statements, generating £800,000 in annual print and postage savings. Optimising letter distribution contributes a further £200,000 per year, while reduced local office printing has released staff time and resources.

Together, these changes have lowered cost, improved efficiency and created a more seamless and compliant communications experience for millions of customers.

80%

paperless adoption

4m

customers supported

£1m

annual savings

Business impact

Lower operating costs, stronger compliance controls, improved efficiency and a better customer experience.