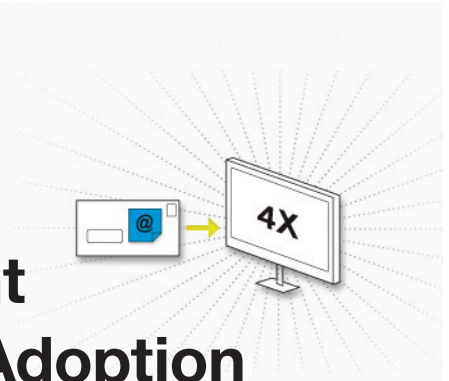




DST Output Case Study

Implementing an Innovative Print Product to Increase Electronic Adoption



See how a Financial Services company **exceeded** its eConsent goals – **leveraging** the envelope they were already sending to their customers.

The Opportunity

When the company wanted to increase the number of customers opting for electronic delivery of quarterly statements, DST Output presented an innovative Hot Note solution.

The Solution

The company opted for a six-month campaign using Hot Note envelopes to drive eDelivery. Customers could peel off and then stick the Hot Notes onto their statement, computer monitor, or wherever they wanted to remind them to give consent for electronic delivery of their quarterly statements.

The Results

The company’s number of electronic consents more than doubled within the first two months, and then doubled again by the end of the six-month campaign. DST Output’s successful execution of Hot Note envelopes enabled the company to exceed its goal of achieving a 10 percent adoption rate by the end of the year. Also, the company has reduced its paper consumption, which promotes “go green” and will save print-and-mail costs going forward.

About DST Output

DST Output provides integrated print and electronic statement and billing output solutions to many of the world’s largest financial services, communications, insurance, healthcare, and utilities companies. We produce more than 2.9 billion customer communications, delivered via postal service, express delivery and over the internet. DST Output is a wholly owned subsidiary of DST Systems, Inc.

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