TRICO unlocks customer feedback with help from YPITData

"Paper-based surveys receive a solid response from customers and those with opinions to share. But how do you effectively unlock the data when you receive thousands of surveys back. YPITData helps us *quickly, easily and cost-effectively* do so for our clients."

About TRICO evolution

With over 30 years of experience as a printer and direct mail company, TRICO evolution is a full service, multi-channel communications and marketing intelligence company based in Ottawa, Canada. TRICO evolution offers in-house support for all major deployment channels: direct mail; electronic direct mail; personalized URL's; micro-sites and social media. TRICO evolution works with large private sector clients, associations, foundations and not-for profits, in targeting the best strategies for effective campaigns. For more info visit www.tricoevolution.com

Industry Background

Communicating and marketing has increasingly moved to online tools as a means to lower costs, however, paper-based or direct-mail communications continues to receive a solid response rate from targeted individuals often beating electronic communications. When the nature of the content being communicated and expected back is personal, the hesitation to share such information online versus in an enclosed envelope can push an organization to use paper-based survey techniques to maximize the responses received.

The TRICO evolution Challenge & Needs

A large health insurance program provider solicited feedback from customers about their experience and satisfaction of the service received as part of an annual evaluation effort. Over 12,000 customers were sent a four-page survey and it seems like everyone had an opinion as nearly 7,000 surveys were returned. With two weeks to deliver the tabulated results to the client, the corporate staff would not be able to process a fraction of that volume of work and it would take days to ramp up, hire and setup dozens of temporary staff with equipment to help meaning blown deadlines.

Competitive Alternatives

In the past, the typical alternative has been to divide up the piles of surveys and have project managers and other staff around the office spend days retyping the content into spreadsheets and then combining all the files which is detrimental to our operations and leave staff unhappy. The other alternative has been to just let clients take on the laborious task of processing the paper surveys themselves. Neither alternative is desirable to contemplate.

YPITData Solution

After a quick call on a Thursday, YPITData had developed a customized data capture tool specific to the needs of TRICO's health insurance client and dozens of staff were quickly compiling the results by Friday morning. Not only were thousands of records to be compiled, but there was a need to handle the responses in both of Canada's official languages.

Easily navigating between processing checkboxes and the often challenging effort to handle handwritten responses, YPITData staff rattled off the project days in advance of the looming deadline that TRICO had previously promised to their client. With daily updates on the project status, TRICO managers were able to rest easy knowing the effort was well in hand and they would be able to deliver the material to their client on time.

Using the customized format and structure defined by the client, for which all response data needed to comply with, YPITData turned over the data to TRICO leaving them with nothing to do but forward on the data.

The Results

In less than 2 weeks, TRICO evolution were fully satisfied:

- ❖ 6,987 four-page surveys in two languages were fully digitized;
- ❖ Data returned in customized data format and structure;
- ❖ Daily updates on work status provided giving level of comfort to TRICO;
- ❖ YPITData managed all staffing and productivity levels required to meet the deadline.

Looking Forward to More YPITData Solutions

For projects in the past, TRICO staff would drop other company tasks and take work home to try to process the incoming responses. But the cost-effectiveness of doing so, as well as the diversion of resources from important business needs of finding new clients and expanding the business was detrimental to the long-term health of the business. Now, when there is data capture efforts required for a client, the first call is to YPITData.

"The ability to go from '0 to 60' for a project with tight timelines and no lead time was incredible. It allowed us to rest easy knowing we'd make our deadline. We're so glad we found YPITData when we did."

About YPITData

YPITData is a provider of information management solutions to businesses looking to maximize their operational efficiency and eliminate the high-costs of unleashing the data locked within their records. With 100+ tech savvy employees, YPITData serves clients with business tasks of different complexities and sizes.

The YPITData suite of services eliminates the need to undertake tasks that are not a core competency or costly to ramp up and do in-house.

Advantages:
- ✓ Highly affordable
- ✓ Fast delivery thanks to patent-pending parallel processing
- ✓ Secure & confidential
- ✓ Simple & easy to get started
- ✓ Agile & flexible to address time-critical & large-scale projects

Solutions for:
Paper Intensive Industries
- Government
- Legal and Insurance companies
- Engineering firms
- Trucking firms

Variable Demand Industries
- Accounting & Bookkeeping firms
- Software developers / testing
- Researchers and Analysts
- Direct Mail companies
- Charities

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