

Ceridian Canada Ltd.

International leader in information processing increases customer satisfaction by 20 percent

Ceridian Canada Ltd. is part of Ceridian Employer Services, a Ceridian Company. Recognized as an international leader in the information processing field, Ceridian serves more than 100,000 customers in the United States, Canada, and United Kingdom. Its customers include 40 percent of Fortune 1000 companies and 30 percent of Fortune 100 companies. Ceridian Canada is Canada's leading employer services company, providing payroll and HRMS solutions to businesses of all sizes in virtually every industry. Ceridian Canada Ltd. is committed to the provision of consistent, excellent service to its customers from offices located in communities across the country.



Challenges

Ceridian Canada Ltd. needed to produce a variety of financial-related documents, such as payroll reports, tax forms, checks, and electronic fund transfer statements. Not only did the company's documents need to be printed for its customers but it also required electronic document viewing capability for internal purposes. The Ceridian Canada Ltd. documents were created using a financial payroll system that was very limited in document composition quality and contained very few document automation capabilities. The company realized that its payroll system was not truly designed to produce high-quality customer documents.

Ceridian identified several limitations and weaknesses in its current document creation system, including:

- Too much labor required to complete jobs
- A lack of personalization
- Low-quality appearance of documents
- Slow turnaround time and missed deadlines
- Limited hardware platform support with existing IT environment

Ceridian's financial payroll system simply was not intended to achieve the dynamic content publishing benefits and functionality that was required. The company realized it needed a single solution specifically designed to meet the requirements of both document printing and viewing. Prior to selecting a new software solution to replace the current system, Ceridian set five goals for the new solution to achieve:

- Provide an easy way to view the exact same documents as the printed versions
- Enhance the appearance and readability of all documents
- Easily create multiple output types of the same document—PostScript, IBM AFP, and Adobe PDF
- Create documents with a standard and consistent look, thereby implementing a corporate branding program
- Provide an easy way to globally change document designs

EMC solution

After evaluating all options, Ceridian selected EMC Document Sciences as its vendor. The EMC® Document Sciences® solution represented an integrated suite of software products, allowing Ceridian to better communicate with its customers through high-quality personalized documents. It also provided the company with the ability to generate standardized viewable documents for internal purposes. The Ceridian solution consisted of EMC Document Sciences' dynamic content publishing engine, document design tools, and various output options, including AFP, PostScript, and PDF.

The EMC Document Sciences solution allowed for print files and corresponding electronic Adobe PDF files to be created at the same time. The Adobe PDF files allowed Ceridian to view the same documents as the paper versions that its customers received. Because the EMC Document Sciences solution allowed print files and PDF files to be generated from the same intermediate files, it eliminated duplicate document creation efforts.

The members of Ceridian's Laser Print Team clearly understand the power and advantages of the EMC Document Sciences solution. One member of the team stated, "The biggest benefit is that we no longer have to program a separate print stream to view the PDF documents electronically. There is a large value associated with being able to view the same PDF document as the customer's paper version."

In addition, Ceridian also discovered that producing PDF output was an excellent way to create viewable proof documents before being sent to printers. Any needed corrections or modifications could be identified via the viewable PDF file and consequently changed prior to committing a large print run to paper.

Summary

The implementation of the EMC Document Sciences solution at Ceridian has allowed the company to achieve all of its dynamic content publishing goals. By achieving these goals, several measurable return on investment benefits have improved Ceridian's bottom line. Among the highlights:

- **Increased customer satisfaction:** By significantly improving document appearance, readability, and personalization, Ceridian reports that customer satisfaction levels have increased by 20 percent. Document personalization has proved to be a more effective way to communicate to customers. Well-informed and satisfied customers buy additional products and services, and client turnover is reduced.
- **Increased revenue:** As a result of enhanced document quality and consistency, customer retention rates improved, which triggered a 10 percent increase in revenue. The standardization of documents also contributed to corporate and product branding. Customers became familiar with the look of Ceridian's products and services through its documents, which helped reinforce repeat business and retain the current customer base.
- **Reduced labor costs:** Due to built-in software automation functionality, many manual operational steps were eliminated in the document creation process. The software solution automated many inefficient processes, resulting in less human interaction, which equated to a 15 percent reduction in labor costs in the print production area.
- **Reduced development costs:** By reusing consistent style and formatting elements across several documents, document development costs were efficiently reduced by 10 to 15 percent. Text objects, graphics, logos, and other data elements are changed one time when the effect is applied in numerous instances. By making a single global document design change, many document types are efficiently updated simultaneously.
- **Decreased obsolescence costs:** Document automation and printing on demand eliminated the need to preprint and warehouse documents in anticipation of future use. By eliminating preprinting requirements, all costs associated with outdated documents were eliminated, including paper waste, printer click charges, printer toner, warehouse space, document handling, and inventory management.

“The biggest benefit is that we no longer have to program a separate print stream to view the PDF documents electronically.”

Member, Laser Print Team, Ceridian Canada Ltd.

About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.



EMC Document Sciences
5958 Priestly Drive
Carlsbad, CA 92008
USA
+1.760.602.1400

This document was created using EMC Document Sciences' award-winning xPression® suite of customer communications management solutions.

To learn how xPression can help you produce custom, cost-effective communications materials, please visit www.docscience.com.