



CASE STUDY

Groov-Pin selects Quadi⁷ent's Hybrid Mail Solution so employees can focus on higher-value tasks

Founded in 1926, Groov-Pin is a leading manufacturer of grooved pins, threaded inserts and precision turned components. Groov-Pin products improve the performance of manufacturers' assemblies and operations in a variety of industries, including aerospace and defense, automotive, telecommunications, medical and dental, irrigation and die casting.

The company, with production facilities in Smithfield, RI, and Newnan, GA, has about 100 employees and has been recognized for its innovative model of lean manufacturing. Every Boeing Dreamliner contains 100,000 threaded inserts made by Groov-Pin. The company's components have been used in a NASA spacecraft on Mars, and its grooved pins are in the majority of life vests on every commercial US aircraft.



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The Challenge

The shift to a work-from-home environment because of the COVID-19 pandemic quickly put a spotlight on process issues related to the distribution of both physical and digital invoices. Due to the limitations of an outdated enterprise resource planning (ERP) system, Groov-Pin was emailing customer invoices one at a time. The process had been handled by a highly tenured employee who suddenly left. These factors in combination with working remotely created a bottleneck in the invoicing process. In addition, special invoicing requirements for key accounts required a separate process to be managed. While the time associated with these processes was a concern, the primary motivation for a new solution was to eliminate low value tasks in order to refocus resources and time on higher value, customer and revenue-generating activities.

The Selection Process

Groov-Pin was a former Quadient customer that had decided to try an alternative supplier for mailing equipment last year. While evaluating an accounts payable automation solution, Groov-Pin Controller Ed Fox received information from Quadient about Quadient’s Hybrid Mail solution.



Quadient's unique outsourced, cloud-based Hybrid Mail solution removes the distraction and cumbersome process of managing outbound mail, allowing businesses to prepare and send mail with just a few clicks from a desktop, either in the office or remotely. The Hybrid Mail solution saves employee time and allows them to focus on higher-value tasks.

In the end, the ease of implementation and the purpose-built solution for the quick and efficient sending of business communications made it an easy decision to move forward with Quadient.

Implementation

According to Fox, the implementation process was quick and easy—automation of the email process was completed in only one day. A more complex application with multiple business rules to manage key accounts was implemented in less than a week. "The Quadient implementation specialist was great to work with and helped us move from concept to practice in an extremely short period of time," Fox said.



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Business Benefits

While the time savings resulting from the elimination of manual processes associated to outbound invoicing was significant, the key benefit for Groov-Pin was the ability to refocus resources on higher value tasks, Fox said.

“We have been pioneers in the lean manufacturing system, which is a production methodology that focuses on minimizing waste while maximizing productivity at the same time,” Fox said. “Our commitment to lean manufacturing allows us to provide better quality products faster and at lower cost. Quadient’s Hybrid Mail is a perfect fit with our program.”

Future Plans

Because of the automation associated with the new e-mail process, Fox plans to accelerate the shift to digital. He is now implementing a program to ensure customer service representatives are offering customer digital options. It is expected that this will result in higher customer satisfaction rates and reduced costs associated to physical mail. Indeed, Fox anticipates eliminating mailing equipment all together in the future.

“The overall engagement with Quadient has been very positive, with a quick and easy implementation,” Fox said. “Quadient’s Hybrid Mail solution has transformed the way we send customer invoices and has freed up employees to focus on higher value tasks.”



About Quadient®

Quadient, 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, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small index.

For more information about Quadient, visit [quadient.com](https://www.quadient.com).