

# HOW A PSP LOOKS FOR QUALITY

Great Functionality and Service Win the Day



## BACKGROUND

A large print service provider in South America specialized in providing transactional documents to large banks and financial services organizations. Timely delivery of high-quality documents was essential to maintaining these relationships and to business expansion and profitability.

### The Challenge

The print service provider had a number of issues with their Customer Communications Management software vendor. They were facing increased support fees and poor direct support. More seriously, the software vendor had just cancelled their relationship with the local reseller that had sold the software to them. This was a critical business problem because the software was integral to the services that they provided to their customers.

### The Solution

This print service provider went to the local reseller and told them “you got us into this — get us out of it!” So the local reseller did. The local reseller performed a sophisticated and technically challenging proof of concept that exercised all of the required functions that the print service provider demanded. All of the major players in this market space, including Crawford Technologies were invited to participate.

The buying criteria priorities were: quality of support and time to respond, reliable functionality and good performance, and a pricing model that was cost effective with no possibility of unexpected surprises.

Crawford Technologies was the clear winner in all three areas.

### Results

The South American print service provider has now been running with the Crawford Technologies software for several years and is very satisfied with how it has been performing. And because they now have a local reseller of Crawford Technologies software to support them, along with highly responsive and award winning support from Crawford Technologies as a back-up, the print service provider knows that their support needs will be handled efficiently and promptly.

The print service provider is confident that the business critical software that they depend on is reliable and robust, and that they can continue to provide the high-quality services and support that the large banks and financial services industry expects.

## At a Glance

- A print service provider in South America had support related issues with their Customer Communications Management software vendor that was affecting their ability to deliver transactional documents to their large clients.
- Their local reseller created a sophisticated proof of concept that tested all of the required functionality.
- CrawfordTech's solution was chosen as being the most cost effective and functional.
- Highly responsive service from the local reseller, with Crawford Technologies as back-up, ensures that the PSP's support needs will be successfully handled.