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## **HP Recognizes Customer Experience Excellence with HP Exstream Visionary, Achiever and Partner of the Year Awards**

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PALO ALTO, Calif., Nov. 4, 2013 -- HP today revealed the recipients of the 2013 HP Exstream Visionary and Achiever and Partner of the Year Awards. The awards recognize companies that design and deliver personalized, consistent, compliant, anytime, anywhere communications – from general correspondence and welcome kits to credit card and loan statements – with customer communications management solution HP Exstream.

Award winners were evaluated on both qualitative and quantitative results – including return on investment, increased customer satisfaction and streamlined business processes – and recognized at a ceremony during the [2013 HP Exstream Americas User Conference](#) in San Antonio.

2013 HP Exstream Visionary, Achiever of the Year and Partner of the Year Award winners include:

### **Health Care Service Corporation: HP Exstream Achiever Award and Best Application Transformation**

[Health Care Service Corporation](#) (HCSC) sends more than 100 million health, dental, life and disability insurance correspondences annually to help its more than 13.5 million policyholders. With HP Exstream, HCSC is changing the way it communicates with its members by improving the readability of its health communications such as claims status notifications, individual market enrollment and account maintenance letters. The health literacy rating of these communications improved by more than 20 percent, dropping from 9.6 to 7.9 and ultimately capturing the “HP Exstream Achiever” and “Best Application Transformation” awards.

HP Exstream also allows HCSC to quickly adapt to changes in the marketplace when needed, especially due to regulatory requirements mandated from the government like the Affordable Care Act.

### **Discover Financial Services: Best Multichannel Application**

Direct banking and payments company [Discover Financial Services](#) received the “Best Multichannel Application” award for meeting customer demand and preference to engage

online. Discover used HP Exstream to design and deliver high volume customer correspondence, seamlessly leveraging the same content over multiple channels including print, email embedded with HTML and secure message center.

#### **DST Output: Best Graphic Design**

Global provider of technology-based customer service solutions [DST Output](#), with HP Exstream, transformed the traditional bank statement from a black and white document with no graphics and little to no personalized messaging into a colorful and visually enhanced rich content experience. The newly redesigned bank statement earned the “Best Graphic Design” award, most notably for streamlining a financial institution’s process for onboarding new customer statements in under 45 days and the flexibility to personalize statements based on its brand identity.

#### **Nationwide Insurance: Best Interactive Communication**

Large insurance and financial services company [Nationwide Insurance](#) received “Best Interactive Communication” in recognition of its real-time generation and fulfillment of personalized claims letters. Using HP Exstream, Nationwide agents, customer advocates and other front office personnel are enhancing customer satisfaction.

#### **Blue Cross and Blue Shield of Nebraska: Shortest Time to Value**

Health insurer [Blue Cross and Blue Shield of Nebraska](#) (BCBS) received the “Shortest Time to Value” award for replacing an expensive medical management system – that offered limited printing capabilities – and deploying HP Exstream. In one year, BCBS of Nebraska not only saved \$500,000, the health insurer also increased member and provider satisfaction scores.

#### **Itaú Unibanco: Most Significant Return on Investment**

Among the largest banks in the world – and the first ever Latin American HP Exstream customer to receive a Visionary Award – [Itaú Unibanco](#) earned “Most Significant Return on Investment” for communications around its treasury product investments. Driven by customer preferences around delivery channels, Itaú Unibanco uses HP Exstream to deliver electronic communications for an annual reduction in print and postage costs totaling \$1.5 million.

#### **Universal Wilde: Most Sophisticated Application**

Massachusetts-based full service commercial printing and direct marketing solutions provider [Universal Wilde](#) earned the “Most Sophisticated Application” award. Universal Wilde used HP Exstream to create highly personalized welcome kits, membership cards and benefit packages in addition to black and white and full color letters, booklets and flyers for drug retailing company CVS Caremark.

#### **Deloitte Consulting LLP: 2013 HP Exstream Partner of the Year Award**

[Deloitte Consulting LLP](#) received the “Partner of the Year Award” for improving constituent experiences through its innovative Health and Human Services solutions using HP Exstream. The market-leading solutions from Deloitte offer multi-channel and multi-language communications that provide proactive, relevant and timely content in support of vital human and social service programs. Deloitte also garnered recognition as “Partner of the Year” for empowering government workers with a controlled editing experience, including front-line communications and automated document processes, to improve overall efficiency.

Additional information about HP Exstream is available at [www.hpexstream.com](http://www.hpexstream.com).

Join the customer experience conversation at [www.exstreamimpact.com](http://www.exstreamimpact.com) and follow [@HP\\_Exstream](https://twitter.com/HP_Exstream) on Twitter.

### **About HP**

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