

# turning paper into power

## *A Customer Success Story from Scan-Optics*

### **A Security Breach Calls for a Sensitive, Streamlined Approach**

***The Situation*** A large financial institution experienced what has become an increasingly common crisis – the loss of tapes containing confidential customer information. For legal, ethical and business reasons the company had to notify all 20 million of its customers. As has become almost standard in such situations, customers were offered special access to their credit reports for a period of years, to allow them to monitor whether identity theft had occurred.

***The Scan-Optics Solution*** In any large mailing, it can be anticipated that a percentage of the letters will not reach their intended destination and will be returned to sender by the post office. In this sensitive situation, it was particularly important that the financial institution know which customers were not reached, and be able to take special steps to find their correct address.

The financial institution called Scan-Optics in as a partner and advisor as soon as planning for the special mailing began. Scan-Optics designed and tested bar-coded forms that could easily be processed in its Document Processing Center in Manchester, CT in the event they were returned. Scan-Optics' address was printed as the return address on the envelopes.

***The Sequel*** More than one million of the letters to customers were returned by the post office. Scan-Optics was able to quickly and efficiently scan the documents and provide information to the sender. The financial institution was able to demonstrate to the appropriate regulatory agencies that it had made every effort to notify its customers of the security breach, and to make provisions for them to protect their credit.

