

Building Trust and Responsiveness with eNotification

Guardian Life delivers improved customer experience with unified messaging and notification.

ENSURING DELIVERY OF CRITICAL POLICY TRANSACTION NOTIFICATIONS

The Guardian Life Insurance Company of America is over 150 years old and one of the largest mutual life insurance companies in the United States. A key to its long-term success has been keeping its clients' needs central to all aspects of its business practices. So, when the company began to implement e-delivery of customer communications and transactional notices, reinforcing this strong commitment to its policyholders with a reliable user experience was a paramount consideration.

Guardian Life's eNotification application functions as a hub to distribute and fulfill policy transactions from across the company's multiple business units. One of the critical components of the system is to notify customers that an action such as approving account changes or providing information about a beneficiary is required. As such, any delay in message delivery means a transaction could be affected or left incomplete. Reliable and fast delivery was not negotiable.

GETTING THE MOST FROM EXSTREAM

As a long-time solution for creating printed customer communications at Guardian Life, Exstream was deeply integrated into the company's business processes and workflows. So, Guardian Life turned to the platform as a natural solution for e-delivery as well. Leveraging Exstream, the company developed an enterprise-wide tool for transactional notices. However, ensuring delivery of these customer messages, as well as receiving affirmative notification of delivery status, message opening, and customer response required messaging infrastructure that was up to the task.



BUSINESS REQUIREMENTS

- Support for a business driven by real-time information
- Experience handling very high email volume and offloading at scale
- Reliably high inbox delivery rates
- Responsive customer support and deliverability expertise
- Rigorous compliance and security requirements
- Fully managed cloud implementation
- Performance guarantees
- Cost-effective pricing

FUNCTIONAL REQUIREMENTS

- Seamless integration with Exstream
- On-demand, not batch, email delivery model
- High-performing APIs for message generation
- Real-time message disposition data via API
- Deliverability optimization, including traffic shaping and reputation management

“SparkPost and Exstream have helped us ensure that transactional notifications are a reliable part of our customer-facing business processes. Their performance reinforces the high expectations and trust Guardian Life’s customers have for our company and brand.”

— SHIVANI RAWAT,
SENIOR DEVELOPER
AND TEAM LEAD

DELIVERING A SEAMLESS EXPERIENCE WITH SPARKPOST

After evaluating e-delivery options, Guardian Life selected SparkPost, citing its superb delivery to the inbox, ability to generate individually personalized messages in real-time, and seamless integration with Exstream. Specific qualities included:

- ✔ SparkPost’s API-driven architecture and flexible integration options allowed for seamless connection of Exstream’s message-generation capabilities to the delivery infrastructure.
- ✔ The deep messaging capabilities of SparkPost’s infrastructure also provide enormous flexibility in sending choices, with policy-driven traffic shaping, throttling, and batch delivery. This flexibility enables the company to control the flow of transactional notifications for maximum deliverability and to meet the needs of various business processes.
- ✔ SparkPost’s instrumentation and reporting of message disposition data (whether a message was received, opened, bounced, blocked as spam, etc.) enable end-to-end message tracking, delivery confirmation, and flagging problematic messages for exception handling.

Partnering with SparkPost and Exstream Professional Services yielded a smooth integration of the Command Center and Delivery Manager environments, including posting delivery data to a Tibco Enterprise queue to deliver results back to the calling applications. While this implementation was initially designed for the eNotification application, Guardian Life plans to expand it to the entire enterprise.

Today, the benefits of the joint Exstream and SparkPost solution are clear.

- ✔ Tight native integration with Exstream, with options for expansion with a comprehensive API
- ✔ Real-time reporting for immediate redirection of failed messages to alternate channels, ensuring regulatory delivery compliance
- ✔ Personal and proactive support from SparkPost Technical Account Managers and the dedicated deliverability team

The performance of Guardian Life’s eNotification application has helped to ensure that transactional notifications are a reliable part of its customer-facing business processes. The application reinforces the high expectations and trust Guardian Life’s customers have for the company and its brand.

SparkPost is the email delivery service for sending API-driven transactional and marketing email from the world’s number one email infrastructure provider. Our customers—including Pinterest, Twitter, CareerBuilder, LinkedIn, Zillow, and Comcast—send over 3 trillion messages a year, over 25% of the world’s non-spam email. SparkPost provides the industry-leading performance, deliverability, exibility, and analytics they need to drive customer engagement for their business.

 **Start Delivering Customer Engagement Today!** Call 877-887-3031, email hello@sparkpost.com, follow us on Twitter [@sparkpost](https://twitter.com/sparkpost) or go to sparkpost.com.

