



Cognizant

Customer Realizes Measurable Return On Investment, Lower Costs

MarketRx is a leading provider of analytics and related software services to pharmaceutical, biotechnology, medical device companies and other global life sciences organizations. The company is part of Cognizant, a leading provider of global IT and business process outsourcing services.

As part of the comprehensive market research services it provides to pharmaceutical and biotechnology clients, MarketRx/Cognizant conducts periodic physician surveys. The survey process begins with a written invitation sent to physicians at their offices or home addresses. When survey response rates began to decline, the team at MarketRx/Cognizant grew concerned that the quality of the invitations sent to physicians was preventing them from considering participating in the surveys.

The team researched a number of alternative vendors, and discovered Relyco. "We had become very dissatisfied with the paper provided by our previous vendor," explains Keiron Guisnard, senior analyst at MarketRx/Cognizant. "The pressure seal paper Relyco provided for

At A Glance:

Customer
Cognizant

Industry
Healthcare

Relyco Product
Custom Check Stock
Blank Pressure Seal Paper

Website
www.cognizant.com

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Keiron Guischarde
Senior Analyst
Cognizant

our invitations was of far better quality and, surprisingly, was even more cost effective. When we distributed invitations using the Relyco paper, our response rate returned to expected levels and we were able to realize a greater return on investment.”

Today, MarketRx/Cognizant also uses Relyco check stock as part of the same initiative. In this case, the company turned to Relyco when the checks provided by their existing vendor became cost prohibitive. “Relyco worked with us to design checks and printed them to our exact specifications,” Guischarde says. “The new design and check quality were superior to our previous solution and the pricing from Relyco was excellent.”

Relyco’s commitment to superior service also impressed Guischarde. “Relyco is a great company to work with,” Guischarde concludes. “They are always available to help with anything we need, and their responsiveness, turnaround time and pricing are excellent. If there is a problem—such as one we had with a delivery vendor—Relyco addresses it quickly so that our business isn’t impacted.”

In the future, MarketRx/Cognizant will begin using envelopes from Relyco as well.

About Relyco: For 30 years, Relyco has been the premier supplier of unique and innovative paper products. Our products are great for thousands of uses, which enables you to get the most value out of your printer investment. Understanding and meeting our clients’ needs is always our first priority.