

Improving Operational Efficiency and QR Code Adoption with **Scanova** QR Code Generator



Challenge

Harneys Fiduciary needed a scalable and brand-consistent solution for their employees' digital identity management and tracking without the complexity or cost of enterprise-grade tools. Moreover, this needed to be done without burdening internal marketing and HR teams with operational tasks.



Outcome

Harneys Fiduciary deployed QR Code-linked vCards on employee business cards using Scanova, enabling instant contact sharing in professional settings. Management gained visibility into their most active employees, and Dynamic QR Codes reduced all reprinting costs for updates.



COMPANY SIZE

201-500 employees



COMPANY WEBSITE

<https://www.harneysfiduciary.com/>



INDUSTRY

Professional Services



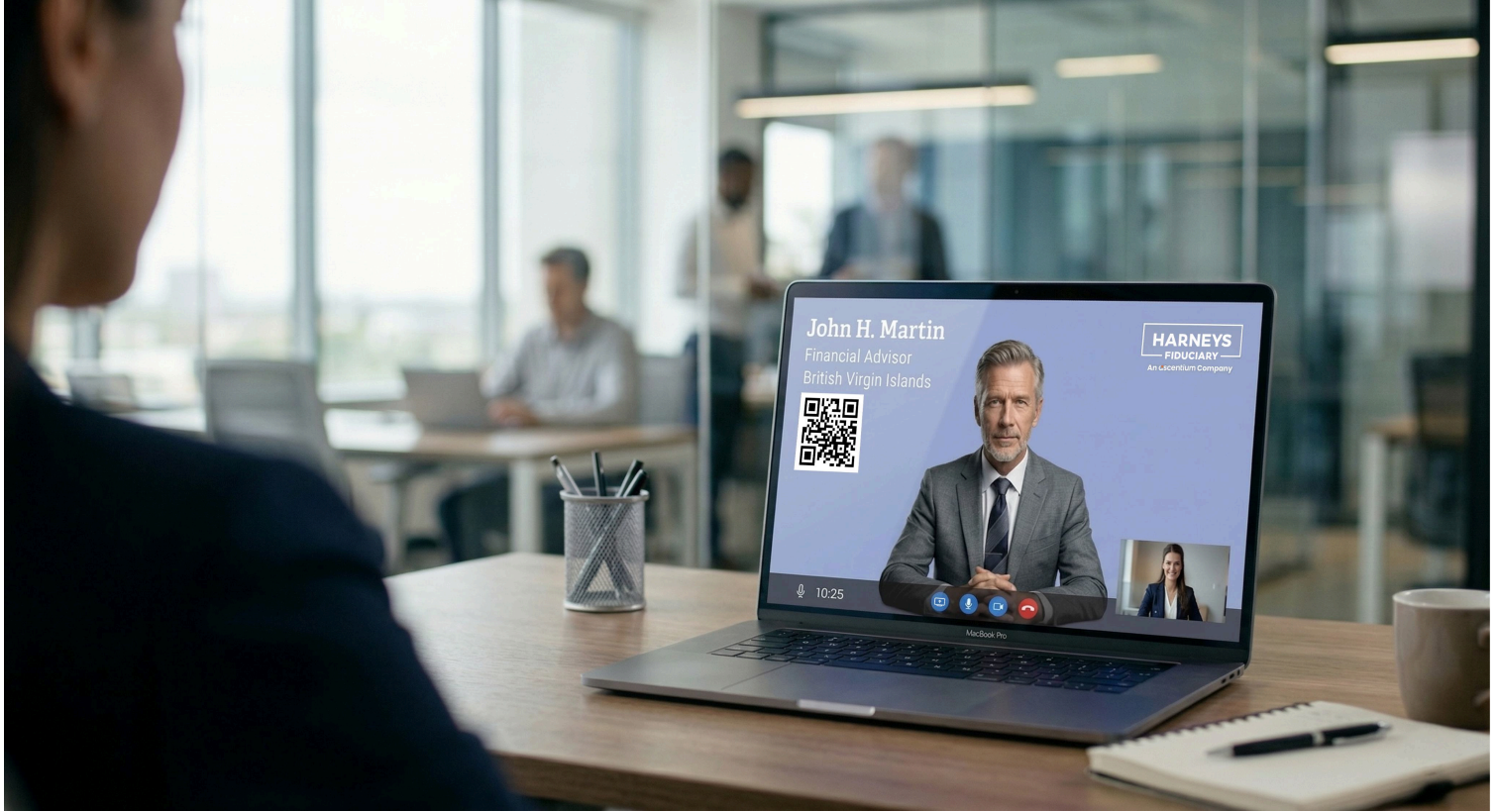
LOCATION

British Virgin Islands, UK
Overseas Territory

Key Outcomes

- Modernized Digital Identity
- Boosted Operational Efficiency
- Centralized QR Management
- Scalable Use Cases

INTRODUCTION



Harneys Fiduciary, an Ascentium company, is a globally respected professional services firm with 50+ years of excellence in fiduciary and corporate services. Operating across 7 jurisdictions through 10 offices worldwide, the firm delivers integrated, flexible, and personalized end-to-end solutions to 3 core client segments — corporations, investment funds, and private clients, including high-net-worth individuals and family offices.

For an organization of this caliber, operational efficiency and professional presentation are key requirements.

Managing digital assets, employee business cards, and other QR Codes in a consistent, scalable, and reliable manner is essential to maintaining the standard their clients and team members deserve.

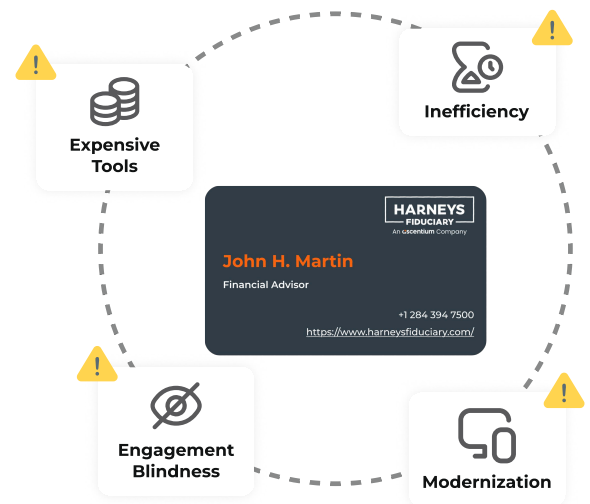
Harneys Fiduciary partnered with Scanova to build trackable employee business cards that linked to their vCards, and bring structure, simplicity, and strategic value to their QR Code and digital asset management — freeing their internal teams to focus on other tasks.

CHALLENGES

Harneys Fiduciary faced several key challenges before adopting Scanova's QR Code Generator:

1. No professional digital identity for employees

Adding vCards to conventional physical business cards required a solution that was functional, polished, and consistent with the firm's identity. Digital contact details had to be easily accessible while conveying more about the employee — something traditional business cards didn't support.



2. No visibility into client engagement through employee cards

There was no way to identify which employees were actively sharing their cards or to track whether those interactions were driving interest, leaving management with no data on individual engagement or conversion.

3. Lack of a balanced QR Code solution

The available QR Code generator tools lay in extremes; the basic ones lacked the features that Harneys Fiduciary required, and the enterprise-grade platforms came with steep price points for features irrelevant to Harneys Fiduciary. Finding a solution that was feature-rich, right-sized, and reasonably priced proved to be a significant challenge.

4. Operational inefficiencies in managing digital assets

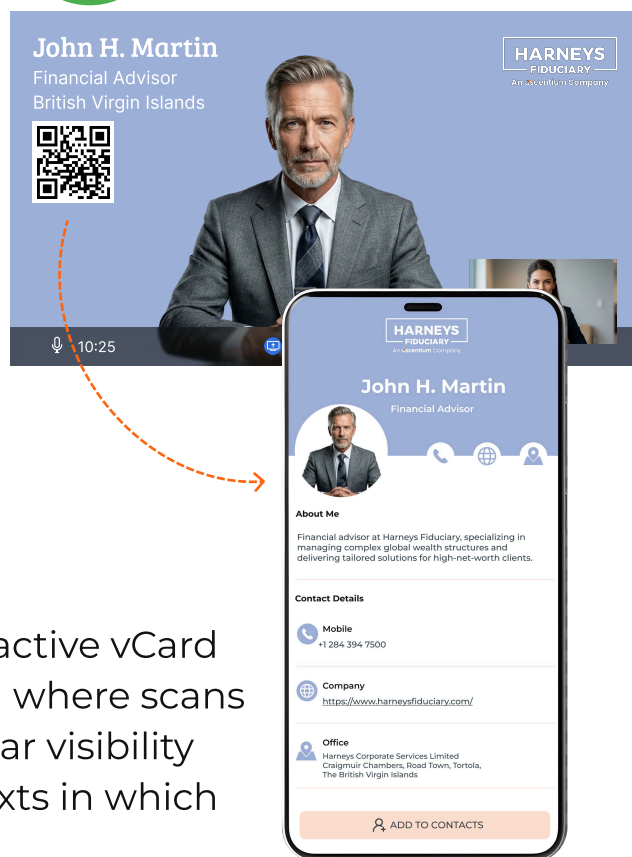
Managing QR Codes and related digital assets internally was consuming marketing and HR teams' valuable time. Routing every change or update through internal stakeholders created bottlenecks and pulled focus away from the teams' core responsibilities.

SOLVING THE PROBLEM WITH SCANOVA

Harneys Fiduciary's partnership with Scanova introduced practical and well-supported solutions that addressed each of these challenges directly:

1. vCard-linked business cards for easy, professional contact sharing

Scanova enabled Harneys Fiduciary to add QR Codes to employee business cards, linking each card to a trackable vCard. They were easily accessible and anyone could instantly save contact details, including email, and visit the employee's LinkedIn profile at events and in business meetings. The cards carried a polished, professional look and could be updated without any reprinting.



2. User activity tracking and scan insights

Harneys Fiduciary could identify the most active vCard users across their team and gather data on where scans were taking place, giving management clear visibility into employee engagement and the contexts in which their cards were being used.

3. The perfect solution at the right price

Scanova offered Harneys Fiduciary exactly what the market failed to provide — a capable, flexible platform without unnecessary complexity or inflated pricing. The feature set aligned with their needs, and the pricing and the scope were a natural fit, filling their requirement gap. Scanova QR Codes were also embedded into their notebooks, helping them track and measure recipients' engagement, making Scanova the perfect solution they had been looking for.

4. Reducing operational burden through managed support

Scanova acted as an operational partner instead of a mere tool. Working end-to-end, from a simple Excel file provided by Harneys Fiduciary, Scanova set up the entire system and communicated directly with every team member, smoothly eliminating the need for internal coordination and significantly reducing workload for the marketing and HR teams.

RESULTS

The impact of Scanova's QR Code Generator on Harneys Fiduciary has been meaningful and measurable.

The firm successfully employed QR Code-based business cards firm-wide, which were brand-consistent and easy to track using analytics, helping them identify the most active users of their vCards and gather data on where the scans were taking place. Harneys Fiduciary received around 6,000 scans overall, with their most active user receiving more than 2000 scans since they started using Scanova.

Usage expanded beyond polished business cards linked to vCards to QR Codes for events and branded notebooks, enabling tracking with clean, actionable scan data.

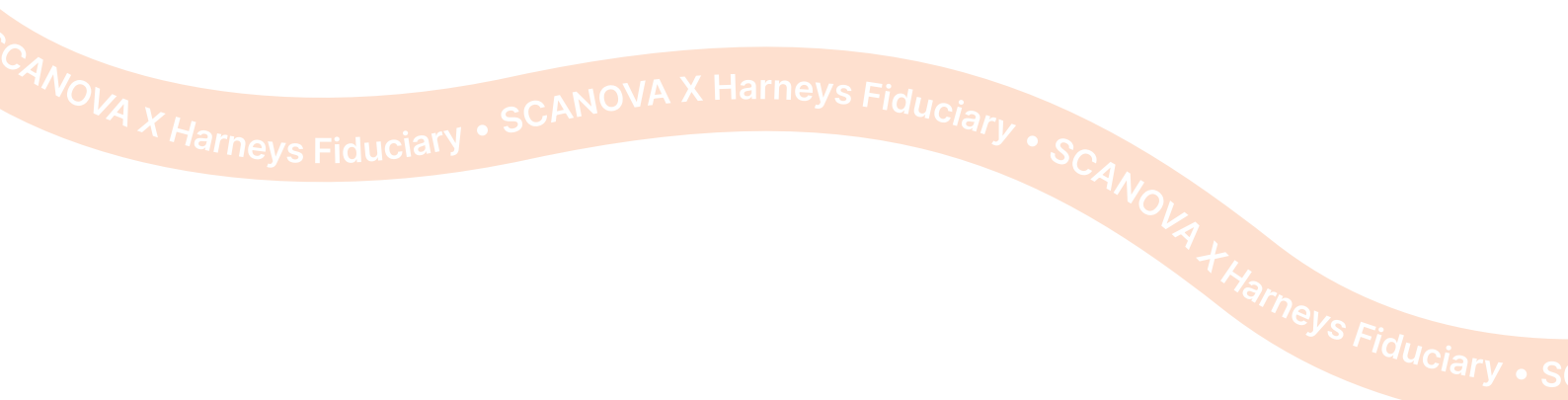
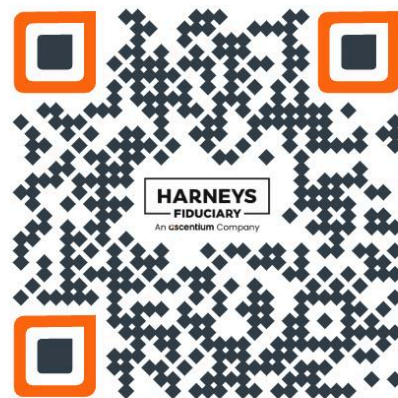
Most significantly, Scanova's hands-on support model optimised operations for Harneys Fiduciary's marketing and HR teams entirely.

THE FUTURE

Harneys Fiduciary plans to continue expanding its use of Scanova QR Codes across new applications and touchpoints.

With the flexibility to support multiple use cases, the firm sees Scanova as a long-term solution for scalable QR Code deployment, ranging from internal operations to event engagement.

Harneys Fiduciary is also exploring the possibility of positioning Scanova as the official QR Code partner across the Ascentium group, presenting opportunities for wider adoption at scale in the near future.



CONCLUSION



Harneys Fiduciary's experience with Scanova demonstrates how the right software provider can expand into an operational partner for a professional services firm.

The firm successfully employed business cards with vCards firm-wide. These were brand-consistent, trackable, and any changes or updates in the details didn't require any reprinting, thus saving costs. Moreover, business cards with QR Codes were trackable, helping them identify the most active users of their vCards and gather data on where the scans are taking place.

Beyond employee identity, Harneys Fiduciary extended QR Code usage to events and branded notebooks, where Scanova's analytics provided trackable scan data and clean, actionable reporting that printed materials could never offer.

With a growing relationship on the horizon with the Ascentium Group, Harneys Fiduciary and Scanova are well-positioned to build on a partnership that is already delivering clear, practical value.

About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io