

CASE STUDY:

SEFAS HELPS INSURANCE LEADER TO ENHANCE THEIR
CUSTOMER EXPERIENCE ACROSS EVERY TOUCH POINT

A hand holding a white marker with an orange tip is drawing an orange umbrella over a family of four wooden figures. The figures are made of light-colored wood and have spherical heads. The scene is set against a dark background with a wooden surface at the bottom.

INSURANCE LEADER

"PREMIUM BATCHES USED
TO TAKE DAYS TO PROCESS,
WITH SEFAS IT TAKES
MINUTES, LEADING TO
CUSTOMER RECEIVING THEIR
LETTERS EARLIER."



" WE PRIDE
OURSELVES ON
BEING THERE FOR
OUR CUSTOMERS
WHEN THEY NEED
US "

CUSTOMER EXPERIENCE

The world leader in insurance prides itself on providing outstanding service to customers. Indeed, its dedicated Customer Experience team is focused on bringing the 'voice of the customer' into the organisation. This is made possible by taking a customer-centric approach and having a single IT platform. Specialist support and coordination is provided locally from the company's world-class International Service Centre.

"Our people offer the right guidance and support which results in a faster, simpler and easier claims experience for our customers. We work hard to evolve the customer journey to make it as simple as possible across every touch point."

Sending out timely and relevant communications is critically important for the insurance leader in order to achieve and maintain its customer experience standards. The company produces approximately 2 million documents per annum (30-40% on-demand) and has around 800 document templates (including language variations).

The operations teams (Premiums and Claims) were challenged with the preparation and printing of letters in countries where there was a low volume print requirement, which was typically unstable in letter and content structure. The insurance company, and its print outsourcer, recognised that the existing customer communication management (CCM) solution was not 'fit for purpose' and often 'fell over', causing downtime.

"The low volume print tool was affecting the business and operations, which undermined confidence in the solution." This lack of control, together with the inability to re-use template content, meant that the operations team had to create new templates each time they needed to create a letter type. "We very quickly realised that we were going to have to manage thousands of templates, which was going to be a maintenance nightmare."

THE SEFAS SOLUTION SUPPORTS THE PREMIUMS AND CLAIMS OPERATIONS TEAMS IN THE PREPARATION, PRINTING AND DISTRIBUTION OF LETTERS FOR CUSTOMERS IN COUNTRIES WHO WERE USING THE PREVIOUS LOW VOLUME PRINT SOLUTION. THE SEFAS SOLUTION HAS BEEN INSTALLED IN THE UK, IRELAND, ITALY, PORTUGAL, DENMARK, FRANCE, FINLAND, SWEDEN, NORWAY, GERMANY AND SWITZERLAND, AND IS AVAILABLE ACROSS BOTH PRINT AND DIGITAL CHANNELS.

PAN-EUROPEAN ROLLOUT

COMPONENT-BASED SOLUTION

Sefas's CCM solution consists of a number of components which are integrated to meet the insurance leader's exacting requirements and existing infrastructure.

Sefas's browser-based interactive composition tool is used to create document templates for physical and digital communications. The tool completely manages several stages of the document lifecycle, from document template design to tests that precede the production phase. A drag-and-drop GUI is used to develop document templates, facilitating rapid template creation.

The document generation tool is seamlessly integrated into the organisations insurance systems to enable edit/preview of documents. Users in branches connect through an existing insurance system to generate the edit/preview. Sefas also provides an authentication security module.

Sefas's enterprise Automated Document Factory (ADF) tool is the command centre for production in which documents are automatically batched together, the print file is produced and printing is then managed by the branch network, central printers or external printers.

Archive copies are also created. In addition, 'online' (on demand, no interaction) print requests are accepted through Web Services and batch files are re-batched and composed. All documents update a central record in the insurance system through status updates and ADF provides a full audit trail.

THE SOLUTION

After evaluating several suppliers, the insurance company selected Sefas's Customer Communication Management (CCM) solution, against some very challenging criteria:

- Scalability and reliability - the solution had to be highly available due to the nature of the insurance business and its scale across Europe.
- Production Control - it had to provide the ability to track and audit mail pieces created centrally through provision of enterprise automated document factory (ADF) principles. This approach would reduce the risk of 'double packing' and provide reporting and audit trails.
- A flexible design environment
- The ability to easily add terms and conditions
- The ability to re-use content
- The provision of impact analysis

KEY BENEFITS

The leading insurance company is realising key benefits from Sefas's solution, including:

- Improved operational productivity
- Reduced costs - postage, printing and stationery
- Enhanced utilisation of equipment
- Less dependency on IT resources
- Improved processing speeds
- Consistent messages communicated across multiple channels
- Enhanced customer loyalty
- Improved response rates
- Increased cross-selling opportunities.

In addition, the organisation has been able to significantly reduce the number of templates by using Sefas's solution. The reusability of content across different templates and less maintenance of the templates is increasing efficiencies and reducing the cost for operations.

There has been great feedback on Sefas's solution from the teams that work on producing letters for the insurance organisation's customers:

"The Sefas solution is stable and reliable and provides us with an improved structure and templates and more controls to enhance the quality of the letters, which enables our teams to provide a better quality letter more efficiently," said the Client Services Director.

Customer Operations & Regional Service Improvement Manager added: "The structure and consistency of the letters with Sefas is much more professional, leading to an improved customer experience."

"From a support point of view, Sefas's CCM solution is rock solid. Being more efficient whilst providing customers with better quality letters is a great result." IT Services Manager.



DISCOVER MORE WITH SEFAS

Sefas Innovation is part of Docaposte. We are a software company that helps organisations produce meaningful, omni-channel customer communications to enhance customer experience.

From desktop publishing to responsive digital communication design on mobile devices, Sefas solutions help design and organise your customer communications on all traditional and digital distribution channels.

Our core business is developing software that helps Financial Services users more rapidly and effectively design, enhance or interactively author communications and distribute these communications with minimal risk.