

optimising opportunity

Realising opportunities for improved revenue through world class customer service



Enhancing your customer experience by delivering superior service at reduced cost.

Customer service challenge

Optimising your customer service and account creation processes

All service-driven organisations face the same fundamental challenges: to grow revenue and increase market share while retaining profitable customers. Every day, customers must be acquired; accounts opened and managed; enquiries dealt with and disputes resolved – all within acceptable timeframes.

Meeting these challenges creates a flood of information and documents throughout the customer account lifecycle. From application forms and proof of identity when new accounts are opened; to

fulfilment packs, inbound and outbound customer correspondence and, ultimately, termination of accounts and policies, documents dominate every process.

The search for efficiency

As well as confirming a reliance on paper documents, research indicates that these business processes are resource-intensive and that most companies want to streamline them. Although many businesses find it difficult to identify the true cost of processing paperwork¹, it is clear that dealing with paper documents is both error-prone and expensive.

The simple fact is that manual, paper-intensive processes inhibit the delivery of high quality customer service.

An effective solution

Client Account Lifecycle Management

At Xerox we understand that every new application you process or query you deal with, puts additional pressure on your infrastructure. And we know that incoming customer documentation such as applications, policies, contracts and correspondence – e.g. for mortgages, insurance, or credit cards – needs to be dealt with as quickly and as accurately as possible. We also know that you need to communicate effectively with your customers during the relationship.

Our Client Account Lifecycle Management service helps you to deliver faster responses and superior customer service by optimising your account creation and servicing processes. As your outsourcing partner, we will work with you to streamline your processes; harnessing Xerox technology to deliver a more efficient flow of information between your customers and your business, across multiple media and communication channels.

By enabling digital documents throughout your enterprise, Xerox Global Services help you to reduce the cost and complexity of processing client transactions while improving compliance and reducing risk. What's more, we can help you communicate personally and proactively in your customer fulfilment. This lets you simplify increasingly complex processes, adapt more quickly to changing demand and deliver a higher quality of service to your customers.



¹ Findings from research conducted by Ovum, 2005 – “Document Management in Large Organisations”

Application Form Processing

Increase speed and quality without increasing costs

Xerox Global Services can streamline your organisation's business processes by digitally receiving, reviewing and approving applications as an outsourced or managed service. Not only is the approval process faster, resulting in a quicker customer account opening, but your staff has immediate access to the key documents they need to answer and service customer enquiries.

Client Account Document Management

Managing the lifecycle of your documents

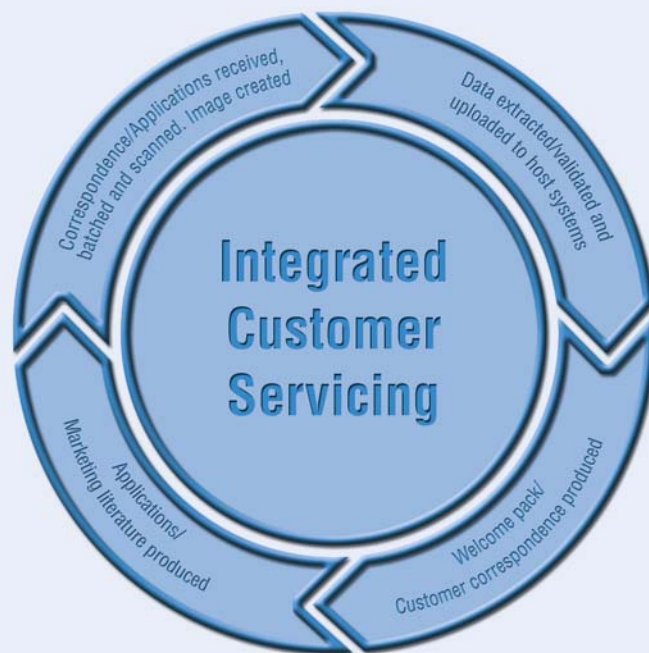
Opening an account is just the start of the story. All documentation relating to the account must be maintained, processed, managed and stored for easy retrieval throughout its lifecycle. Xerox Global Services can help you manage the entire client file electronically from the moment the account is opened to the day it closes. We provide seamless integration between paper and digital documents in all your client communications processes.

Correspondence management

Improving the customer experience

With increasing competition and a wider variety of choice, customers have become more demanding. Maintaining customer loyalty is now the greatest challenge to many organisations, making quality of service and customer care more important than ever.

DELIVERING WORLD CLASS CUSTOMER SERVICE



Lost or mislaid customer correspondence, resulting in lengthy 'paper chases' during problem resolution, means dissatisfied customers and wasted time. By converting customer correspondence into digital images that can be processed electronically, Xerox Global Services can help you to resolve queries and disputes more quickly and efficiently.

Customer Communications

The power of 1:1 marketing

Cross selling to existing customers is a smart and inexpensive way to expand your business. The more products your customers buy, the more loyal they will be and the more profitable your organisation will become.

Xerox has a proven solution to help you reach customers through the power of 1:1 customer-centric marketing. With our personalised marketing solution, your customer databases can drive high impact personalised marketing material in just hours; featuring customised content on standard design templates that reinforce your brand integrity. Colour printing, variable text and graphics, event-triggered communications and electronic distribution can all be used to dramatically increase your response rates and profitability.

Benefits

Key findings from Ovum research show that:

- Documents are critical to the success of application processes
- The link between the time to process applications/queries and the level of customer satisfaction is very high
- The ability to track and share customer information will improve customer satisfaction
- Faster responses create a competitive advantage



Working closely with a number of leading companies across various sectors, Xerox has been instrumental in the successful outsourcing of application forms management and correspondence handling.

Our approach has helped them to significantly enhance their customer service processes, allowing them to meet, and in most cases exceed, their corporate objectives. The benefits include:

Improved productivity

Reduced costs and streamlined processes by outsourcing the process.

Faster processing of incoming correspondence

Faster processing of customer requests leading to improved revenue flow.

Standardised business processes across the organisation

A consistent level of service at every point of customer contact.

Regulatory compliance

An auditable record of transactions for improved compliance and reduced risk.

Enhanced customer communication

Personalised customer fulfilment that maximises the effectiveness of marketing campaigns to existing customers.

Improved customer experience

Improved process effectiveness with integrated multi-channel communications, delivering increased customer satisfaction.

ABOUT XEROX GLOBAL SERVICES

Xerox is the global leader in document management, offering the widest array of products, services and solutions in the industry. Xerox Global Services, one of the three main business units of Xerox, offers a broad portfolio of services including outsourcing, consulting, systems integration, imaging and content management.

We work with our clients to improve and manage their document intensive business processes – everyday processes like customer communications, billing, training, or records management. Xerox Global Services are worldwide leaders in document outsourcing.