

# Banking and Financial Markets

## Case Studies



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Customer loyalty is heavily influenced by how effectively you communicate, and that in turn depends on how easily you can make information flow.

With our help you can integrate paper-based and digital workflows, automate processes, and make unstructured data in documents more accessible and searchable. You can make customer communications more personal and personalised. And you can reduce what you spend on printing, paper and device maintenance to free up budget for business growth initiatives.

# Improve Customer Service and Security

French Multichannel Banking company



## >2m

Documents made fully traceable

Country

France

Key Customer Benefits



Cost reduction



Information security and risk



Speed



Customer-centricity

## Challenge

- Improve the bank's relationship with its customers and suppliers by turning incoming mail around more quickly.
- Simplify document workflows and ensure document security.
- Reduce filing costs.

## Solution

- A single provider with dedicated operators to centrally manage the digitisation (scanning and indexing) and onward distribution of incoming mail.
- Implementation of an access-controlled online document management system combining content management and workflow management.
- Customisation of business process workflow elements.

## Results

- Increased productivity.
- Faster response to customers.
- Over two million documents made fully traceable through digitisation.
- Scalability to support growth.
- Total costs reduced.

# Maintain Competitiveness with Document Control

French Loans Company

## 40%

Improvement in processing time

Country

France

Key Customer Benefits

 Cost reduction

 End-user productivity

 Speed

 Customer-centricity



## Challenge

- Optimise disparate business processes inherited through mergers and acquisitions, by improving document flows.
- Take advantage of the increasing influence of web applications.
- Improve the productivity and quality of customer service.
- Drive down costs.

## Solution

- Centralised platform for digitisation and processing of incoming customer requests, forms and claims for all business divisions.
- Process to analyse accuracy and completeness and detect possible fraud.
- Xerox-hosted system for document management and distribution.
- Web access to document repository for customer service agents.
- Processing of 15.5 million documents annually by mix of offshore employees and Xerox staff.

## Results

- Processing time reduced from five to three days.
- Traceability and accessibility of data through online archiving integrated into the customer relationship management system. Centralised and improved customer service.
- More than 20% cost savings.
- Permanent control over costs and lead times.

# Evolve Print Management to Support Digital Transformation

Multinational Financial Services Group

This customer has embarked on a digital transformation journey through a next-generation MPS programme. It includes an innovation fund and per-seat commercial model to deliver a range of service enhancements and improved sustainability.

Multinational Financial Services Group

## Country

Global

## Challenge

- Initially: rationalise an office fleet that had grown out of control and was expensive and time-consuming to manage.
- For the longer term: find a partner that would be able to evolve the service to meet new needs.

## Solution

- Global managed print service to cut hardware footprint and print management costs, improve billing and reporting, allow for cross-charging.
- After a few years, proactive identification (by Xerox) of new capabilities and benefits not available in the initial contract.
- New commercial model of per-seat charging to support transformation programme.
- Analytics to identify areas for transformation.

## Results

- First-generation MPS results included: 20% improvement in total cost of ownership >98% service availability; 20% drop in print-related helpdesk calls
- Next-generation programme promises: >10% guaranteed additional savings 37% reduction in carbon emissions 45% reduction in power consumption
- Innovation roadmap and fund in place to help move from paper to digital working.

# Get Expert Support to Differentiate Service

Lombard Odier



## 4x

Growth in transactions

Country  
Switzerland

Key Customer Benefits

-  Cost reduction
-  Flexibility and scalability
-  Revenue growth
-  Customer-centricity

## Challenge

- Differentiate themselves from large retail banks competing in private banking by emphasising specialised expertise and customer care.
- Develop a new business opportunity: to serve smaller banks wanting to use Lombard Odier's specialised in-house private banking platform.
- Meet Service Level Agreements for customer communication relating to every transaction.
- Control the costs of handling much larger volumes of communications.

## Solution

- Redesign and management of the customer communication process carried out by multiple bank functions.
- Dedicated in-country service desk and on-site single point of contact to ensure seamless processes and performance of infrastructure.
- Introduction of full-colour printing and variable per-page pricing depending on colour usage.
- Advice on document designs.

## Results

- Service Level Agreements with three banks met, while volume of transactions increased from five to 20 million per year.
- Improvement of Lombard Odier's own customer communication thanks to faster turnaround times, use of colour and better designs.
- Costs controlled and significant value delivered through variable pricing.

# Outsource Services for Cost and Policy Control

Banking Business in Portugal

## 33%

Cut in energy used

Country

Portugal

Key Customer Benefits

 Cost reduction

 Environment

 End-user productivity



## Challenge

- Rationalise a diverse printing network, spread over nine floors, which did not meet the needs of the bank's 900 employees.
- Cut printing costs by introducing printing policies and managing maintenance and supplies more efficiently.
- Comply with the latest environmental and sustainability policies.

## Solution

- State-of-the-art print fleet installed.
- Service contract providing an onsite Xerox operations manager to monitor the fleet, handle requests for technical assistance and manage preventative maintenance and supplies.
- Assistance with an internal communications plan and change management processes to involve employees and ensure a successful transition.

## Results

- Increased employee satisfaction.
- Significant reduction in support response times. Approximately 25% reduction in volume of paper used. Total cost control.
- Approximately 27% reduction in greenhouse gas emissions. Approximately 33% cut in energy consumption. Resources released to focus on core business.
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# Rationalise and Digitise to Improve Security and Cut Costs

Global Financial Services Company

“At the end of my MPS presentation to a very senior executive, he told me to take his personal printer away when I left.”

Global Financial Services Company

## Country

UK

## Challenge

- Cut real estate and printing costs, which had mushroomed with growth and the addition of new campuses.
- Improve document security.
- Make life easier for employees.

## Solution

- Simplified printing and scanning in hundreds of buildings worldwide: >40,000 devices down to ~5,000.
- Fully managed service and integrated helpdesk support.
- Flexible pull printing and mobile print.
- Passcode-protected printing and daily image overwriting of printer hard drives.

## Results

- 35% overall cost savings.
- Whole rooms freed for office space by cutting device numbers and digitizing paper stores (using scanning functionality).
- Assured document security and all the flexibility employees need.
- Green benefits: paper use down by 37%, solid waste by 41%, energy consumption by 33%, carbon emissions by 32%.

# Bring a digital touch to the branch experience

European Retail Bank

## >85%

Less time to deploy new content

Country

UK

Key Customer Benefits



Cost reduction



Information security and risk



Speed



Customer-centricity



## Challenge

- Make branches more relaxing and enjoyable for customers.
- Bring a 21st century digital touch to branches, which were already being refurbished.

## Solution

- Digital signs, including touchscreen displays, for customers to explore products, services and information about the local community.
- Interactive promotions of products to encourage use of automated and mobile services.
- Fully managed service for digital signage including sourcing and installing the displays, installing and managing software, creative concept development, management of campaign and content assets, managing play lists and ongoing support.

## Results

- Positive feedback from customers and branch staff.
- 30% of touchscreen interactions designed for children, providing a family feel for the bank.
- Lead time for deploying new content cut from seven days for printed materials to same day for digital signage.
- Ability to change content hourly and daily.

# Integrate the Marketing Supply for Substantial Cost Savings

European Retail Bank



## 40%

Cost Savings

Country

UK

Key Customer Benefits



Cost reduction



End-user productivity



Revenue growth

## Challenge

- Achieve cost savings in the production of marketing materials, including collateral for branches, direct mail, information packs and customer mailings.
- Appoint a single marketing operations partner to manage artworking, print production, supply chain logistics and inventory management.

## Solution

- Integrated managed service covering the full supply chain, from art working through to delivery to branches.
- Web-based collaborative workflow tool to give full visibility to all campaign stakeholders and suppliers.
- Central digital asset management repository.
- Integration with client's marketing resource management (MRM) platform.

## Results

- 40% cost savings across end-to-end process for managing marketing print.
- Further cost savings across the supply chain, including art working and warehousing.
- Substantial VAT (sales tax) benefits from procuring artwork and print as a single service.
- Improved visibility of order, stock and usage levels by branch – enables strategic sourcing and avoids waste.

