

Managing Communications and Maximising Efficiency

“In Xerox, we have a single, strategic partner
for all our print- and document-related needs.”

– Koen Van Dyck, Manager, Baloise (Mercator Belgium)



CASE STUDY SNAPSHOT

The Challenge

“As an insurance company, we send out and receive enormous volumes of documents.”

“Our move to a new office location gave us the opportunity to reassess our priorities and draw up a business case for outsourcing our requirements.”

The Solution

“Xerox provides us with a complete solution across all our print and document-handling needs. A new document management center takes care of outbound communications; indexing and routing of incoming items is more automated and therefore faster; and our people have flexible print capabilities to meet all their office printing needs.”

The Results

“We’re maximising efficiencies in all areas related to printing and document handling. Our long-term strategic partnership with Xerox lets us benefit from their ongoing investment in new technology and services. We’re confident Xerox can continue supporting us as our business expands and our document volumes increase.”

- More cost-effective and efficient outgoing communications
- 50% fewer office print devices to support
- Less waste of paper and consumables
- New print finishing services
- Faster, more accurate routing of incoming mail

BALOISE INSURES AGAINST THE FUTURE WITH XEROX

Efficient and professional communication underpins clients' trust in the service of Belgian insurer Baloise (originally Mercator). In selling and supporting a broad range of insurance products for individuals and enterprises, the company prints around 20 million pages a year; sends out product packs, contracts, invoices, letters and mass mailings; and responds to large volumes of incoming claims and queries.

When a period of growth led Baloise (Mercator Belgium) to move its head office, the company took the opportunity to improve the efficiency and flexibility of its outbound communications by outsourcing its document management center.

"By choosing Xerox as our outsourcing partner, we not only got a professional, cost-effective and scalable service, we avoided the effort and expense of setting up a new in-house center when we moved," says Koen Van Dyck, Manager, General Services at Baloise (Mercator Belgium).

"Also, because some of our employees were transferring to the new center, it was important to us that our partner had a local presence and could set up the center nearby."

The Xerox center uses the latest technology for printing and inserting. Xerox systems automatically pre-sort items into ordered batches for printing, to ensure that the company gets the best-value tariffs from the postal service without manual intervention.

The success of the outbound service led Baloise (Mercator Belgium) to outsource the rest of its document-handling and printing services to Xerox: all of its office print, inbound communications, stationery and consumables.

"Through increased automation we're routing incoming documents more efficiently, which is helping us meet — and ultimately improve — SLAs with our brokers."

— Koen Van Dyck, Manager
Baloise (Mercator Belgium)

MULTIFUNCTION DEVICES ELIMINATE WASTE

When the company migrated to the Xerox managed print service, its fleet of around 40 printers, copiers and fax machines was replaced by just 20 multifunction devices (MFDs).

Employees send documents to a central print queue and use their company ID badge to print at the MFD of their choice. Uncollected jobs are purged from the queue after 24 hours, without being printed. "This not only improves document security, it wastes less energy, paper and ink," says Van Dyck. "We're saving money, being green and giving a much better impression to visitors because our print areas are always tidy."

COLOR PRINTING MAKES AN IMPACT

The new MFDs print only in black-and-white, saving the company the expense of frequently unnecessary color printing. Instead, employees use a Xerox-staffed walk-up desk if they need to print a document in color. The walk-up desk also provides finishing services, such as covers and binding, that weren't previously available.

"The new arrangements have proved popular with everyone," says Van Dyck. "The MFDs are reliable and easy to use. The color printing and finishing services help create a more professional impression, for example when agents present our products to new clients."

AUTOMATION HELPS DELIVER AGAINST SLAs

Baloise (Mercator Belgium) receives large volumes of incoming communications, both electronic and on paper. It had already managed to automate the indexing of these documents to a significant degree, but knew that technology was advancing all the time. The Xerox system uses data such as a policy or claim number on the document to identify the document type and route it to the correct team for processing. Van Dyck explains why this is so important to business:

"We've established service level agreements with our 4,000 brokers for claims processing and other activities. To deliver against these SLAs, we need to identify, prioritise and route incoming items as quickly and efficiently as possible. Working with Xerox to increase the level of automation is helping us do that. This will become even more important as we integrate acquired companies and start working in French as well as Flemish.

"With Xerox, we have a single strategic partner for all our print- and document-related needs. We know that Xerox is constantly innovating its technology and services. Our nine-year agreement with them means we'll benefit from new developments over the short, medium and long term."

XEROX® SERVICES FOR DIGITAL INSURER

Today's consumer expects highly personalised communications, easy-to-navigate customer service and real-time engagement — all in the channels of their choice. With Xerox® Services for Digital Insurer, we convert customer data into actionable insights to enable successful acquisition campaigns and better retention. From personalised quotations to self-service policy updates and streamlined claims management processes, we empower insurers to deliver a great customer experience.



Find out more at
[xerox.com/
DigitalInsurer](https://xerox.com/DigitalInsurer).