

Streamlining Processes and Enhancing Production

Insurance Contracts Printed Faster, for Less



CASE STUDY SNAPSHOT

The Challenge

A major provider of insurance services to Greek businesses and individuals, Generali Hellas wanted to:

- Transition to full in-house printing of 325,000 insurance contracts a year
- Enable around 17M pages to be printed annually — double the previous volume
- Allow increased use of colour and personalisation to improve document look and feel
- Enhance the quality of contracts while keeping costs down

The Solution

Xerox designed a fully managed print production room with:

- High-capacity, digital colour production systems: two Xerox Nuvera® 144s and Xerox® DocuColor® 5000
- Consultancy on new printing strategy and procedures
- Implementation of Xerox® FreeFlow® workflow management software for print job submission and routing
- A full-time member of Xerox staff on site to handle contract printing, finishing and dispatch

The Results

Key results include:

- Rapid setup of the print production room
- 10% reduction in insurance contract printing costs
- Customer insurance contracts printed 20% faster
- Further cost reductions enabled by printing more sales and marketing collateral in-house, benefiting from the print production room's efficient, high-quality colour output

XEROX® DIGITAL HUB & CLOUD PRINT SERVICES

The demand for customised and personalised materials that deliver on your brand promise while meeting customers' needs has never been greater. Xerox® Digital Hub & Cloud Print Services delivers a fast, cost-effective way to design, produce and deliver a variety of on-demand digital and print materials. A web storefront provides employees and partners with anytime access to customisable marketing materials while giving you line of sight into costs and insights and ensuring consistency.



Find out more at
xerox.com/DigitalHub.