

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 color and personalization 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 color 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 color output

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