Communication and Business Process Outsourcing Services
Xerox Global Services

Communication and Business Process Outsourcing
Accelerate your business by transforming communications and information processes
The challenge for most organizations is that the design and management of information-driven processes is not their core expertise. At Xerox Global Services, it’s what we do best. That’s why partnering with us to improve those processes makes sense.

Much is said about the digital age, but the truth is that many organizations are still highly reliant on paper. Paper documents are expensive and environmentally unfriendly to produce, difficult to manage, costly to store and transport, hard to re-use and impossible to integrate. The information they contain is valuable, but to transform it into a driving force for business improvement, you have to convert it from paper to digital.

As soon as you digitize information, the rules change and massive opportunities arise to make noticeable improvements in efficiency, cost and the environment. Storing, finding, accessing, distributing, managing and re-using information becomes easier and less wasteful. But the real gains lie in the opportunity to fundamentally redesign your processes to leverage information contained in both digital and paper documents—whether they are invoices, customer applications and correspondence or customer responses to marketing campaigns. Redesigning your processes around the optimum flow of information can have dramatic effects on the speed and efficiency with which you can achieve your organizational goals. Capturing, analyzing and leveraging critical consumer and partner data can enable you to more effectively communicate with your customers, enhancing their experience with your company and building brand loyalty.

Everything we do is about leveraging the information that drives your organization, transforming paper into digital, streamlining and accelerating processes and managing it more effectively. It’s our core business. So when you outsource to us one or more of your business process areas—such as invoicing, application processing or customer communication—we have the resources and know-how to make them more flexible, faster, substantially more cost-effective and environmentally sustainable.

And it’s not just about process efficiency. As information experts, we can also help you improve the quality of your content for clearer communications targeted at the right audience using the most appropriate communication methods and channels.

With more efficient, flexible processes and more relevant and powerful communications, you’ll be able to support the growth underlying your organization’s success.

The freedom to grow, the knowledge to succeed.
Whatever the industry…

For years, our services have been freeing large enterprises from the costs and constraints of managing non-core business functions, helping them focus more fully on activities that give them a competitive edge. Whatever your industry challenges—focusing on customer retention or on cross-selling services—we’ll take care of the information- and communication-centric processes that enable you to achieve your strategic goals.

Faced with critical document challenges…

Every service in our portfolio has been specifically created to eliminate the waste and inefficiency that make traditional paper-based processes both commercially and environmentally unsustainable.

We can organize and centralize your product knowledge, and manage every aspect of your product documentation, including design, authoring, localization, production and distribution. The results are more informed sales and service people, a better customer experience and cost savings that often exceed 20%.

And we can streamline your key back-office functions, such as accounts payable, travel and expense reporting, HR records management and end-to-end document supply-chain management.

And complex business requirements…

Our services encompass all aspects of content creation, transaction processing and management.

• Data analytics, communication engineering and document design—understanding your target audience, we specify the appropriate content, design, format and channels for any form of customer communication.

• Business process re-engineering and outsourcing—we digitize and streamline any document-centric process from customer-facing to back-office and take responsibility for managing this moving forward.

• Localization and translation—we ensure that your documents work everywhere.

• Document supply-chain management—we handle all aspects of your document supply chain as an outsourced service.

…we deliver

Everything Xerox Global Services delivers is tailored to the precise business needs of our individual clients. But although every client is different, one thing always stays the same: everything we do is supported by Service Level Agreements, proven methodologies and globally consistent processes, all delivered by best-in-class capabilities.
Sharpen your competitive edge through superior customer service and faster responses.

You are judged each time you interact with a customer. So whether you’re a small, medium, large or global organization, it’s absolutely essential to get it right. How much does it cost you to acquire customers? Once you’ve made that investment, can you keep them? Can you gain a larger share of their wallet?
A key to pleasing customers is timely, relevant, accurate communications. Independent research conducted in 2008 for Xerox found that 90% of those surveyed believe they can grow sales and improve customer loyalty with more targeted messaging and communication.

One of the biggest challenges to effective customer interaction is the integration of customer data with communication processes. If you can’t capture, store, retrieve and leverage customer information, targeted marketing is all but impossible. It’s much harder to create efficient workflows where customer-specific events (such as the end of a policy term) automatically trigger the appropriate response (a renewal reminder).

Another major challenge is paperwork. This is true regardless of your industry. Dealing with proof of identity, processing account applications, creating and sending fulfillment packs, managing inbound and outbound communication—it all adds up to a flood of information and documents that can put a real strain on your organization.

How Xerox can help
We’ll help you use digitized document processes to reduce the cost and complexity of customer-related, document-driven processes. We’ll open up access to your customer data and help you use it to engineer more automated processes and more targeted communications. All types of transactions and customer interaction become faster and more manageable. You’ll be able to service your customers more promptly and efficiently, enhance your reputation, reduce costs and respond to emerging opportunities more effectively.

Enterprise Marketing
Create powerful, personalized marketing communications, based on the profiles, known preferences and behaviors of your customers.

• Capitalize on valuable cross-selling opportunities.
• Target your customer communications more precisely for greater returns.
• Capture incremental business more easily.

Customer Onboarding and Application Processing
Streamline your organization’s business processes by digitally receiving, reviewing and approving applications in a fully outsourced service.

• Speed up account approval processes.
• Reduce the time it takes to generate revenue from new accounts.
• Give your call center and customer service staff instant access to the documents they need to manage customer inquiries.

Customer Servicing
Digitize, index and store all your customer documentation for easy processing, management and retrieval through the entire customer lifecycle.

• Integrate all customer communications, regardless of media, in a single digital repository or CRM system.
• Manage the entire customer file electronically from the moment the account is opened to the day it closes.
• Respond to inquiries and resolve disputes faster and more accurately.

Case Study
Transforming customer service at Co-operative Financial Services (CFS)
CFS was receiving over 10,000 pieces of printed, e-mailed, faxed and handwritten customer correspondence per day, but the processes for reading, responding to and filing were wholly manual, resulting in poor quality customer service, which in turn impacted customer satisfaction and retention.

Working with CFS, Xerox Global Services implemented a fully automated e-mailroom which efficiently processes and catalogs all inbound insurance and retail banking correspondence.

Customer service is now more proactive. We enabled a same day turnaround of insurance claim settlements in comparison with a previous resolution time of seven days. Key customer documents are no longer mislaid and significant operational cost savings resulted from a reduction in the number of calls to the service desk and fewer employees actively handling correspondence.

“We’ve moved rapidly from working on a ‘best endeavors’ basis to delivering a market-leading service—and we regularly exceed our own targets.”

Dick Parkhouse
Managing Director, Retail
Co-operative Financial Services
Shorten your time to market with more efficient product information management.

Business is tough for organizations faced with the globalization of operations and markets. Supply and distribution chains are growing in complexity, staff are more distributed and your success depends on being more innovative, more efficient and faster to market than the ever-growing competition.
Don’t underestimate either the extent to which product knowledge and documentation can slow down and inflate the cost of getting your products and services to market or the effect that poor documentation can have on service delivery and on customer satisfaction with your products and services.

Multiple authors (technical writers, product development engineers, marketing, sales) and multiple users (customer service, help desk, suppliers, OEMs and customers) make it even more difficult to get it right. Standalone document production systems, siloed content and the use of multiple agencies can all fragment the product documentation lifecycle, adding complexity, cost and time.

And that’s before you consider the content. Are its structure, language, tone, layout and localization consistent and capable of best representing you, your products and your brand?

**How Xerox can help**

We can offer you better quality documents, with shorter production times, at lower unit cost. We’ll help you engineer the way your information is presented, actually reducing the number of documents you need and increasing their relevance. We’ll implement a seamless workflow across all your product information processes, cutting the hassles, costs and brand risks of working with multiple agencies and complex supply chains.

From just-in-time document production to translation and localization services, you’ll see savings and simplification. Above all, you’ll get your products to market faster and more easily, knowing that the associated documentation will enhance your salespeople’s effectiveness, your service people’s efficiency and customers’ satisfaction.

**Product Documentation**

Enable faster time to market for your products through streamlined documentation processes.

- Efficient design, content creation and digital storage services enable clear product documentation and content re-use.
- Support global and local requirements with multilingual service, sales and marketing materials.
- Enable multi-channel publishing of information from a single source.

**Product Training**

Ensure successful product launches by delivering relevant information at the point of need.

- Deploy content that exactly matches the latest configuration of your product.
- Deliver up-to-date product training information in language and format to meet your audience’s needs.

**Service and Repair Manuals**

Lower service response times and call center volumes through streamlined delivery of information.

- Improve repair rates through clear and concise manuals with up-to-date materials.
- Eliminate redundancy and high inventory costs through print-on-demand and multi-channel delivery.
- Provide consistent accurate information in multiple languages and formats.

**Technical Service Bulletins**

Enable immediate delivery of vital information to your dispersed workforce.

- Provide timely deployment of key information to all your channels and partners.
- Ensure compliance with regulatory requirements.

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**Case Study**

We turned a document challenge into a competitive advantage for a leading global technology manufacturer.

In its ongoing challenge to reduce costs, the firm decided to work with us to review how it managed documentation development of its 200 user guides published in 26 languages.

Our first task was to assess current product documentation processes, including content development and print production. We developed a single-source print, authoring and translation process, which has delivered guaranteed **savings of over 10% on print production in year one and savings of approximately 25% in authoring and translation costs.**

“…we chose a strategic partner whose upgradeable solutions suited our current requirements… Xerox, as a globally operating services provider, will be able to meet future challenges of editorial and printing work for our documentation.”

Senior Director Marketing
Fujitsu Technology Solutions
Eliminate the siloed costs within your back-office functions.

The cost of administrative and financial functions in your back-office—HR, accounts payable, facilities, legal, purchasing—can be overlooked. Organizations generally do not measure the costs of the manual, paper-based processes that these functions typically rely on—even in the most efficient organizations.
Depending on the size of your organization, siloed back-office processes can cost millions every year. Misfiled documents make it difficult to expedite and resolve customer disputes. Manual matching of orders, invoices and delivery notes delays the payment process. Incomplete management of information leads to inappropriate inventory levels and a failure to exploit volume discounts. And audits are inevitably difficult and expensive, making compliance even harder in today’s increasingly regulated business environment.

This is compounded by a lack of centralization. Departments doing their own thing, engaging multiple suppliers for document production add to the cost and inefficiency.

How Xerox can help

Xerox Global Services automates your administrative and financial processes by digitizing, indexing, categorizing, sorting, routing and streamlining the flow of documents, and integrating them with your existing ERP system.

With more efficient back-office processes, your staff can spend less time searching for documents and more time improving service and profitability. By transforming your back-office documents and giving your staff easy, Web-based access to all the information they need to accelerate their workflows and reduce errors, we deliver real savings and increased efficiency for a leaner, more agile business.

By choosing us to help you manage your most complex litigation and regulatory matters, we provide you with expertise you can rely on, a scalable and secure platform and a defensible process.

**Invoice, Travel and Expense Processing**

A digital workflow and fully indexed document repository allow immediate cross-referencing of account documents with your transaction data.

- Match invoices to POs and delivery receipts electronically.
- Streamline back-office operations and improve day sales and payables outstanding.

**Document Supply Chain Management**

A fully outsourced service that manages and improves your entire document supply chain.

- Improve efficiency with a single point of contact for all document, design, creation, production, finishing and distribution.
- Realize significant improvements in document quality, security and compliance.

**Employee Onboarding and Communications**

Reduce process cycle time and the cost of managing documents throughout the employee lifecycle.

- Digitally capture and manage in- and out-bound HR documents.
- Secure, compliant, confidential processing and routing of HR documents through an efficient, centralized records management service.

**Litigation Services**

Mitigate complex discovery and litigation risks with established processes and protocols.

- Xerox’s technology is configurable to meet your litigation needs.
- Utilize a defensible process throughout the case lifecycle.

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**Case Study**

We helped the UK Department for Work and Pensions meet stringent efficiency targets.

Like all government departments, the UK’s Department for Work and Pensions (DWP) faces increasingly vigilant reviews of its services and spending. As the country’s largest national government department, it was suffering major inefficiencies from fragmented document-related services across more than 1,000 offices.

Xerox was tasked with providing an integrated service management infrastructure for all the DWP’s core print and related requirements. We created iON, an association of leading suppliers, and set up a dedicated contact center and central warehouse from which all document-related components can be ordered and shipped. For the first time, all business print and marketing materials, stationery and reprographics are available to DWP staff through a single point of contact and via the government’s e-procurement exchange. The contract will deliver substantial overall savings to the DWP.

“Xerox will help us to deliver better products, better services and be part of a major transformation of the way we do business with our customers.”

David Smith
Commercial Director,
Department for Work and Pensions
Delivering excellence in every corner of the world.

Businesses around the world rely on us every day to engineer, create, process and manage documents on their behalf, delivering excellence in every corner of the world. By working with us, you can redeploy your internal resources and focus more clearly on achieving your strategic business goals.
The facts to back it up

- More than 15,000 professionals work in our services group, with 90% of them dedicated to front-line delivery.
- We have more than 30 Service Delivery Centers around the globe, with local “spoke” operations extending to customer facilities.
- We offer consistent, global Service Level Agreements across a fully integrated onshore and offshore delivery capability.
- All of our primary locations are compliant with ISO9001, ISO27001 and SAS70 standards.
- We process more than 15 million business-critical images every week and our translation services support more than 50 languages.
- We use Lean Six Sigma-based methodologies to reduce costs, process variability and waste.
- Year-in and year-out, we commit a significant percentage of revenue to research and development on your behalf.

You can have it all

Our services raise the bar on what you can expect from an outsourcing partner:
- Efficient, central processing and local support with a personal touch.
- Security, quality and speed.
- Consistency and flexibility.
- Higher quality and shrinking costs.

Passionate about excellence

At Xerox Global Services, we are passionate about delivery excellence. Time and again we exceed our customers’ expectations with a smooth, risk-free transition and transformation of their document-driven operations. Find out how we can do the same for you. Contact your Xerox Representative or visit us at www.xerox.com/globalservices

“Xerox has developed a strong global delivery capability. Xerox has deployed document management centers in Europe, the US, and Asia... [and has] complete offerings for invoice processing, expense management and account opening.”

Savings highlighted in this brochure (including the case studies) are unique to each company and should not be relied upon for savings you may achieve.

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About Xerox Global Services. Xerox Global Services is a world leader in document outsourcing services with industry expertise that helps you reduce costs, achieve operational excellence and grow revenue. Our unique combination of experience, technology and delivery capabilities enable integration, transformation and continuous innovation of your office environment, centralized print production, and communication and business processes. We deliver excellence in every corner of the world—locally, nationally, globally.

To learn more about how Xerox Global Services can help you, contact your Xerox Representative or visit us at www.xerox.com/globalservices.