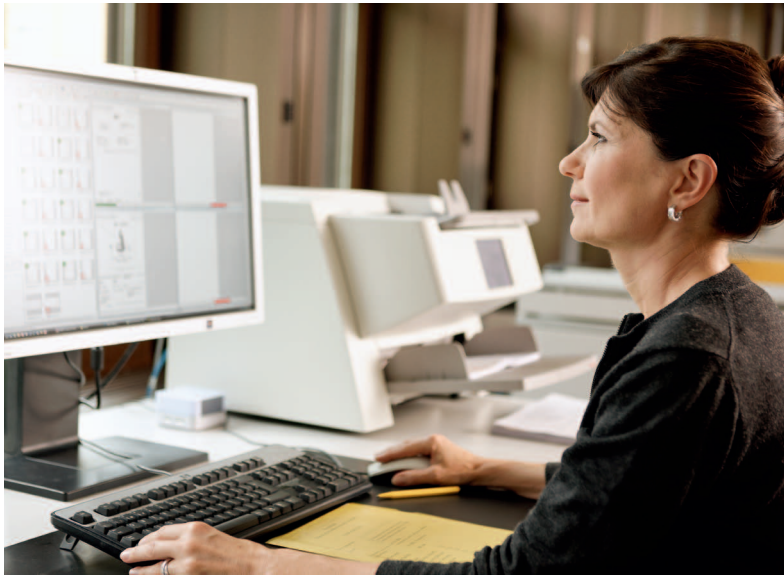


# Equity Insurance Group

## Industry Sector | Financial Services Client



### Equity Insurance Group saves time and increases efficiency through an outsourced digital mailroom

The Equity Insurance Group is among the top ten motor insurers in the country. The company has two specialised divisions – underwriting and broking – with Equity Red Star, (the underwriting side of the business), a leading insurance brand. The company insures approximately 1 in 3 motor cycles in the UK and its diverse product offering includes private car, classic car, van, taxi, mini bus, haulage vehicle, household, travel and personal accident insurance.

Equity writes in the region of £700 million in premiums per year and has over 80 branches around the UK, employing over 1600 staff within the group nationwide. The company maintains its high position in the industry by offering its clients quality insurance products, combined with excellent service and an important part of any customer service operation in a paper rich industry is the ability to implement a

dependable and flexible document management strategy. In addition, FSA (Financial Services Authority) and other regulatory compliance requirements involving data protection also need to be fulfilled.

#### Scanning

Equity's document management needs were evolving, driven by individual business unit requirements and with the development of an off-shore processing centre Equity needed to implement a group wide scanning solution. This involved either developing an existing in-house scanning operation supporting the claims operation or outsourcing the service.

Being in the insurance industry, the company's natural tendency is to avoid risk. It was reticent to hand over the management of key documents and control of its systems to a third party. An in-house solution would have resolved this. However, it also needed to evaluate time, resources, infrastructure and space in a way that did not detract from its core business. A tendering exercise in July 2005 resulted in Graphic Data Swiss Post Solutions acquired Graphic Data in April 2008], being commissioned to deliver this service. In addition, Equity had also recognised the subsequent need for an overall document management solution, including an effective archiving system. Graphic Data was well placed to meet both needs.

Graphic Data is a provider of document-centric business process outsourcing (BPO) services. Each year, the company converts 200 million documents from paper to electronic format and its services include off-site digital mailroom (which incorporates document scanning and indexing), processing of credit card applications and purchase invoices.

Darren Spriggs, Head of Operations at Equity, said: "We needed a company which was robust enough to deal with the volume of documents we have, and



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to have the flexibility to not over engineer the service too early but adopt an evolutionary approach as the confidence and understanding grew. Cost, quality and reliability (with a healthy amount of willingness) were essential and Graphic Data met and continue to meet these requirements.”

Equity went live with the first piece of scanning work in November 2005 and Graphic Data is now working with both the underwriting and claims divisions. Approximately 250,000 document ‘images’ are being scanned by Graphic Data and processed each month on a daily production cycle.

### Benefits

One of the major benefits to Equity is a saving of approximately 40% through Graphic Data’s scanning services, compared with the cost of Equity building such a system in-house. This is achieved through a transaction charge with Graphic Data rather than a fixed infrastructure and resource charge that Equity would have incurred. Taking the Underwriting business unit as an example, Equity had originally anticipated sending 100,000 document images per month for scanning but the actual number was 40,000 images, meaning that any in-house system would have been under-utilised and excessively costly.

Equity sees the next stage of development being the ability to auto-index scanned images. This has the potential to streamline and improve Equity’s custo-

mer service by eliminating up to 24 hours from, for example, the claims handling process. Equity would be able to auto-index most of the documents relevant to a claim or policy and through workflow management have them delivered directly to the claims handler or underwriter within a short time of the post arriving.

Spriggs concluded: “Graphic Data is an organisation that I can rely on to deliver. We are about to kick-off our third project developing a scanning solution for Equity Insurance Brokers and I know, from my historic dealings that Graphic Data will deliver what I want, in the time line that I want, so that gives me a great deal of confidence.”



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