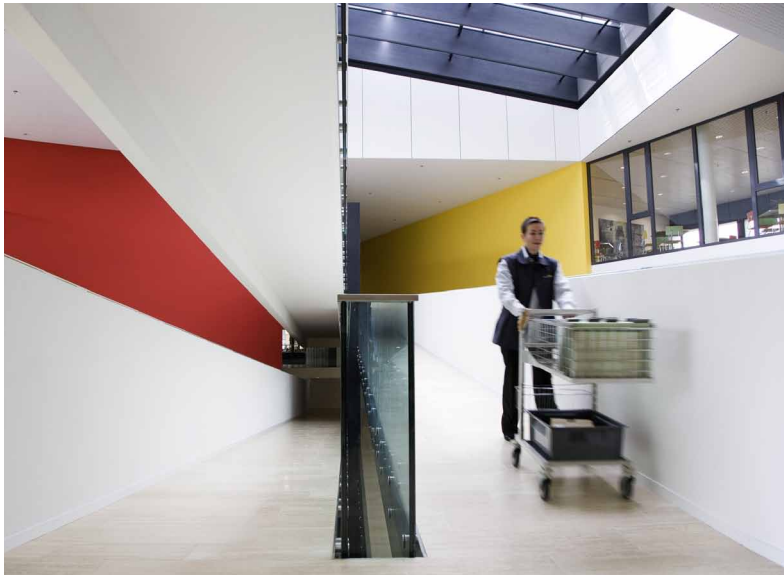


Sky

Industry Sector | Media Client



Swiss Post Solutions devised a tailored document management solution for Sky that saw selected inbound mail items scanned and delivered digitally to Sky's customer relations team.

Background

Sky is the UK's largest operator of digital pay television services. Launched in 1989 they have experienced continual growth and their services are now received in more than 8.5 million homes across the UK.

We were awarded the contract to operate Sky's mail facilities in 2001. Swiss Post Solutions had established a secure off-site mailroom for the exclusive use of Sky. All incoming mail and courier items bound for Sky's offices are received at this location, security screened and sorted prior to onward delivery.

At the outset of the contract large volumes of correspondence from customers was screened and sorted at the off-site location and subsequently transferred to Sky's offices for onward delivery to a dedicated scanning department. Here the documents were scanned into Sky's customer relationship management system (CRM) and tagged to a customer's account before eventually becoming available to customer services representatives. Physical copies of all documents were retained on site after digitisation before being prepared and delivered to off-site storage.

Business Need

A guiding principle for Sky is the importance of their relationship with their customers and therefore, delivering an informed and responsive customer support services is perceived as fundamental to their ongoing success.

Minimising delay or mishandling of customer correspondence was therefore of critical importance to Sky and, in recognition of this, Swiss Post Solutions made a proposal to downstream document digitisation and workflow insertion, thereby delivering increased efficiency and rigour to Sky's existing processes.

Swiss Post Solution

By establishing a scanning team within the off-site facility we were able to ensure that customer related correspondence was screened, scanned and introduced to Sky's CRM system at the point of entry. This provided Sky's customer services team with access to the information within hours of arrival rather than days.



a Swiss Post company

Swiss Post Solutions identified further value could be delivered to Sky by managing the archiving cycle applied to the scanned documents. Sky's policy of retaining all physical files came at a significant cost, but with a verified digital copy in archive the need for physical storage could be significantly reduced. By applying strict retention and destruction policies we ensured compliance with data protection legislation, dramatically reduced Sky's archiving costs, and the centralisation process allowed Sky to realise further cost savings in confidential waste disposal.

Further developments in the scanning operation were implemented regarding files already located in off-site storage. As archive retrieval requests were fulfilled via the mailroom, Swiss Post Solutions undertook to scan these records as part of the handling process, thereby further diminishing Sky's physical archiving requirements and associated costs.

Benefits

Point of entry digitisation has resulted in a significantly reduced delay to information entering Sky's CRM system.

The rigorous procedures for mail treatment implemented by our organisation and reduction in process stages has reduced the risk of loss, misdirection or damage to documents. Dramatic cost savings have been delivered through greater efficiency in the document management cycle.

Through Swiss Post Solutions' effective archive and waste paper management strategies Sky offices are able to boast figures of 98% less paper in relation to mail items.

Valuable office space within Sky's offices has been made available as processes are downstreamed to the off-site location.

Process centralisation and staff cross-training have allowed Swiss Post Solutions to deliver a superior service with a 30% reduction in headcount.



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