

ALLIANZ SUISSE

CLEAR DIGITAL STRATEGY RESULTS IN CUSTOMER COMMUNICATION LEADERSHIP



«Swiss Post Solutions not only provides us with cost benefits, but also with the opportunity to focus fully on our core business. We thus complement each other perfectly and enjoy a partnership that sees us work together as equals.»

– Moreno Ponci, CEO AMOS IT Suisse AG

At Allianz Suisse, ensuring a high level of service orientation and focussing on customer needs are the name of the game. But how is it possible to live up to these requirements with around 3 million incoming physical and electronic mail items each year and some 4 million printed deliveries having to be sent to customers? Allianz Suisse laid the foundation for its current process efficiency and service excellence by digitalising its business mail. Incoming documents are scanned and made available digitally for subsequent processing.

The Challenge

With the objective of focussing on its core competences and customers, Allianz Suisse took the decision back in 2005 to outsource its internal mail service to Swiss Post Solutions (SPS). The digitalisation of insurance mail followed in 2008 and marked the start of the digital transformation of the document processes. With SPS as a partner, it was possible to optimally exploit the

available synergy effects. The positive results of the longstanding cooperation meant that Allianz Suisse also took the step in 2014 to place its trust in the expertise and experience of SPS for the processing of its print output. This means that the major insurer now benefits from a complete document management solution from a single source.

The Solution

For the employees of SPS, the day begins shortly before 6 a.m. and it is immediately full steam ahead. The daily post is collected from the Swiss Post letter centers and taken to the dedicated Allianz mailroom for further processing. Here, the responsible SPS team sorts the deliveries and hands over the documents to the scanning team for digitalisation. In addition to being scanned, the various insurance documents (requests, policies, notices of claims, etc.) are subjected to a capturing processing which is defined on a clientspecific basis. With the help of labels (data matrix) and an intelligent text recognition system, each document is recognised



About the Allianz Suisse Group

With a premium volume of more than CHF 3.8 billion, the Allianz Suisse Group is one of Switzerland's leading insurance companies. The business activities of the Allianz Suisse Group comprise insurance, retirement planning and asset management. It employs around 3,500 staff and is part of the international Allianz Group, which is represented in more than 70 countries and on all continents. In Switzerland, more than 93,000 private individuals and in excess of 100,000 companies at all stages of life and development rely on the advice and insurance and retirement protection of Allianz Suisse. A dense network of 130 branches ensures proximity to customers across the entire country.

Learn more about our solutions:





digital

access to all
business documents

and allocated in a largely automatic fashion. On the basis of the identified document type, the required useful data is also read and validated.

Following the subsequent quality assurance process, SPS transmits the data to the central Allianz Suisse IT system on the same day. Here, this data can be accessed directly by the responsible employees working on their cases. In selected cases, standard processes are even already handled on a fully automatic basis.



4'000'000

transactional print deliveries
per year

For outgoing mail, SPS not only processes the continuous printing orders in line with the highest security and quality standards, but also ensures that all policies, invoices and other documents are received by the respective recipients on time during peak periods at year-end by employing a shift model.

- SPS takes care of the processing of all incoming mail for Allianz Suisse – from the physical internal mail service and digitalisation of business post to the provision of information required for the processing of cases.
- Of the approximately 3 million documents sorted in the Allianz mailroom

of SPS each year, all business mail passes through the entire digital life cycle.

- SPS processes around 4 million deliveries for Allianz Suisse each year in the area of transactional printing.
- The outgoing deliveries are not only printed, put in envelopes and packaged at one of the central SPS printing centers, but are also fed directly into the Swiss Post distribution cycle without any interface delays.
- The quality and security standards guaranteed by SPS fulfil both the statutory duties of care and the high requirements of Allianz Suisse as regards the handling of sensitive customer data.
- Up to 50 pieces of data per document are automatically read through the application of an intelligent text recognition system and, where necessary, are validated manually by the SPS specialists.

The Benefits

The key success factor in what has been achieved together is the working relationship built on partnership that has been developed over the years. SPS is not viewed as a supplier, but rather as a strategic partner. This has a distinctly positive impact on the teamwork. The systematic digitalisation strategy and clearly formulated requirements and objectives of Allianz Suisse have also been decisive in the successful development and introduction of the current solution.

- The use of modern technology and the amendments made to its procedures have allowed Allianz Suisse to significantly shorten processing times and improve the management and transparency of its business procedures.
- Allianz Suisse is now able to focus fully on its core business and can take advantage of the know-how and resources of Swiss Post Solutions every step of the way – from the receipt and processing of mail to the dispatch of its documents.

- The defined digitalisation procedure allows for the quicker processing of higher volumes of documents with fewer employees.



guaranteed

security and quality standards

- The same-day data transmission to the central Allianz Suisse IT system means that the responsible employees are able to process their cases more quickly and with significantly less effort.
- The processes which each delivery passes through – from production to the final Swiss Post sorting procedure – are transparent at all times thanks to the continuous mailing item controls.

Ready for the next milestones

The objective now is primarily to expand the solution more and more in the direction of electronic channels. Among others, a central challenge in future will be seamlessly integrating electronic inquiries sent via e-mail and social media into the digital document cycle in addition to physical incoming mail. SPS will support this development and contribute new technologies. In order to enable Allianz Suisse to further increase efficiency and continually build on its position as a service leader, the current processes and activities will also be reviewed on a regular basis and, where necessary, amended.