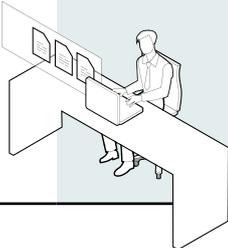


GENERALI GROUP SWITZERLAND

Efficient digital processing of incoming requests and mail

Challenge	Solution	Benefit
 <p>Standardised worldwide processes and rapid availability of information</p>	 <p>Uninterrupted logging from receipt of the physical documents through to transfer of the data</p>	 <p>Optimised reaction times through partnership</p>

After an in-depth review of the logistics and digitalisation processes at the Nyon and Adliswil locations, insurance provider Generali Switzerland has decided to outsource all post-related activities to Swiss Post Solutions (SPS). This is a step towards safeguarding Generali Switzerland’s logistics services for the long-term.

The Challenge

Modern business operations require the rapid availability of information in an increasingly international and networked context and involve processes that are standardised worldwide. Efficient management of company data and related activities in various departments has a positive impact on a business’s success and operating results.

Media disruptions are common in the insurance industry, and remain an area with significant potential for optimisation. In order to save time and money, logistics and digitalisation processes need to be constantly reviewed and open to the influence of new ideas. After examining its own procedures, Generali Switzerland decided to outsource these activities.

Thousands of documents are processed every day in Nyon and Adliswil, Generali Switzerland’s main locations. Nearly a million customers com-

municate with the insurance provider via email, post or fax, resulting in an urgent need for a central system for managing all these documents.

The Solution

Incoming post such as letters, requests, claims, address changes and invoices are received and sorted by type in the central mailrooms in Nyon and Adliswil. After being successfully sorted, the documents are scanned and then electronically classified according to document type. There are currently more than 15 document types. During this process, the underlying software extracts the relevant index data and compares it with Generali’s reference data. Insurance numbers and other relevant information are selected and directly transferred into Generali’s workflow. All incoming post is thus digitalised on a daily basis and made available for further processing.

This step ensures Generali Switzerland's logistics services in the long term and we also benefit from the high innovation potential in the field of information logistics that SPS can offer as the market leader in Switzerland.

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– Andreas Krümmel, CEO of the Generali Group Switzerland

In a next step, SPS generates a unique document ID number, stored in a 2D barcode, for each incoming document. This document ID is registered in a central database, making it possible to trace a document's current processing status at all times. This ensures uninterrupted logging, from receipt of the physical documents through to transfer of the quality-assured data to Generali's systems. Once the incoming post is digitalised, the original documents are stored in the short-term archive for 90 days and subsequently moved to the long-term archive, both of which are housed in Nyon and Adliswil.

The Benefits

Stability and guaranteed confidentiality play a key role in the insurance industry, which handles high volumes of sensitive data, making SPS – a subsidiary of the Swiss Post – an ideal partner. As

an experienced service provider in document management, SPS has the required consulting and problem-solving expertise to take over incoming mail processes.

Mailroom and document management activities in Adliswil and Nyon have been fully outsourced to SPS. SPS specialists created a detailed, fixed schedule to ensure that services would be transferred as smoothly as possible while taking into account current and future potential for optimisation. This guaranteed a smooth transition on the date of the switch.

Generali is confident that, as the Swiss market leader in information logistics, SPS will find many opportunities for innovation. The partnership will allow for the optimisation of manual tasks and reaction times to customer requests. In addition, experts at SPS will continuously assess Generali's business processes and support the insurance provider on the path of digital transformation.



About Generali

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers rely on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. The Generali Switzerland Holding has two head offices, one in Adliswil and one in Nyon. Around 2,000 employees provide qualified advice and excellent service.

Learn more
about SPS

