

HELSANA INSURANCE COMPANY LTD

uses an end-to-end solution for reliable and economical transactional printing of business documents in large volumes

Challenge	Solution	Benefits
19 million mailings per year in the area of transactional printing	Complete outsourcing of output management with tailored services from SPS	 No internal infrastructure costs or fixed costs Own resources freed up

Printed output is an important means of communication for health insurance companies. In connection with planned investment in its printing infrastructure and to ensure ongoing production reliability, Helsana has outsourced all processes related to its print output to Swiss Post Solutions (SPS). Guaranteed quality and the ability to ramp up capacity during peak times and in crisis situations were the decisive factors for Helsana in choosing SPS. After all, some 19 million mailings per year have to reach their intended recipients on time.

The Challenge

The processing of transaction-based business documents, such as invoices, policies and account statements, as well as printed material for customer loyalty programmes, not only calls for precise planning and coordination but also extensive knowledge and experience in all areas of output management. With a specialist external service provider such as SPS, tasks can be carried out much more efficiently and economically than is possible in-house. In connection with planned investment in its printing infrastructure, Helsana put its lettershop (transactional printing and in-house printing) out to tender. The main objectives of this outsourcing initiative were:

- increased customer satisfaction as measured by the Net Promoter Score (NPS)
- reduced total cost of ownership for the lettershop

- ongoing production reliability with efficient and flexible processes
- longer term innovative partnership as the basis for digital transformation

The solution

Following a detailed assessment and analysis, Helsana decided to outsource all its transactional printing and in-house printing activities to SPS. Printed documents, and the mail channel, is still the main distribution channel for important business documents. In productive discussions, a common understanding of the services to be provided and the required quality was defined, thus laying the foundation for a successful partnership. SPS has convincingly overcome the challenges typically associated with outsourcing, such as flexibility and agility, and thus meets Helsana's requirements and expectations.

SPS is one of the most experienced and reliable providers in the field of document output management, and fully meets our quality requirements for professional bulk processing. Working with SPS has freed up internal resources, so we can now focus fully on our core business and implementing Helsana's strategy.



Patrick Koch, Core Application Manager at Helsana Insurance Company Ltd

The integration of the entire output management process into Swiss Post mail centres gives Helsana a decisive competitive advantage. Expressed in figures, it is clear that the quantities involved far exceed the capacity limits of smaller service providers:

- Annual volume: approx. 19 million mailings with about 62 million printed pages
- Premium invoices: approx. 6.5 million mailings with about 13 million printed pages
- Insurance policies: approx. 0.8 million mailings with about 6.5 million printed pages per year
- Helsana lettershop: approx. 1.6 million printed pages per year

The professional handling of bulk mailings and very large volumes (e.g. for the printing of policies or dispatch of tax certificates) by SPS requires optimised processes. These are subjected to agile testing each year and adapted to the requirements of the customer and the market. Transparent print monitoring and end-to-end distribution tracking are ensured in a closed-loop procedure, with Helsana retaining full control from print order through to delivery. With SPS as

an outsourcing partner, Helsana also benefits from ISO and Finma-certified security and quality standards at all stages of the process.

The benefits

Thanks to its decision to outsource its printing activities to SPS, Helsana no longer incurs any internal infrastructure costs or fixed costs. The move has freed up internal resources for Helsana to focus on its core business and implementing its strategy.

- Guaranteed document processing, including at peak times and in crises
- Needs-based, flexible service levels support Helsana's digital journey (from paper to portal)
- Maximum data security and quality guaranteed (FOPH/Finma)
- Data preparation, printing, packing and delivery from a single source
- Sustainability thanks to a financially stable Swiss company

Helsana

About Helsana Insurance Company Ltd

The Helsana Group is Switzerland's leading health and accident insurer, with more than 2.1 million policyholders. Helsana Insurance Company Ltd is a unlisted limited company structured as a holding company. With more than 3,300 employees throughout Switzerland and a premium volume of over CHF 6.7 billion, it assumes a leading position in the Swiss insurance market.

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