Edmond
Document Solutions

ALM. BRAND

Alm. Brand

- Bank branches
- Insurance & pension branches
- Headquarter

SUMMARY

Industy
Insurance and Finance

Company Profile
Alm. Brand

Requirements

Decrease labour

Reduce error rates

Increase customer satisfaction

Automate processes

Customize communication

Save on postage

AFP convertion

"Eddoc Weaver combines ease of use with ultimate flexibility in optimizing and managing Alm. Brand's document conversion and re-engineering. ..

...it also improves efficiency of our work processes while saving us costs as it reduces operational work, throughput time, paper-, postage and IT-costs. ...

...we are especially happy with the tremendous time savings: our document handling time went from 15 hours to 15 minutes!"

Claus Erhard-Frederiksen,
Printing & Posting Manager
Alm. Brand

Alm. Brand

ALM Brand is a Danish financial services group offering non-life insurance, banking and life insurance.

Established in1792.

Annually Alm. Brand earns approximately 7 billion DKK.

6 call centers
14 sales centers
11 banking branches
270 insurance agents

Overall 1,600 employees throughout Denmark.

Solution

Eddoc Weaver v2.2 with Base Engine and Designer with the following components:
Read AFP
Insert OMR
Sort
Write PS

Alm.Brand Benefits

Tremendous time savings:
From 15 hours to 15 minutes

Enhanced customer satisfaction by improved accuracy and mail merging

Fast return on investment

Reduced waste of paper, handling and mailing resources

Optimized printing speed by document enhancement

Decreased error rates due process automation

Postal Savings by merging and consolidation

Easy and efficient AFP to PS conversion

THE CHALLENGE

Alm. Brand generates over a million of different types of documents for different operations within their business per year. Their previous solution produced multiple mailings to an individual customer within a week, increasing mailing costs and customer frustration.

This implemented software did not give Alm. Brand flexibility to place conditions and automate their workflow, therefore requiring manual banking and handling of customized mailings. Identifying the unnecessary costs associated with mailings, Alm. Brand sought an answer to maintain its complex mailings while reducing costs through postage and paper savings.

THE SOLUTION

The most important objective of Alm. Brand was to improve efficiency, lower postal costs and decrease the amount of manual handling and error rates. These improvements were achieved with Eddoc Weaver, an easy-to-use document output management software, which now plays an essential part in Alm. Brand's improved customized mailing process solution.

Input Data - Alm. Brand's own software TIA creates AFP output, which Eddoc Weaver reads as input files. These captured AFP files contain TLE's that Eddoc Weaver reads to define which processes are to be performed. Alm. Brand utilizes a single workflow, which means that input data contains various different types of documents from all the lines of Alm Brand's businesses, such as multiple insurance branches and banking.

**Document Reengineering
-** Eddoc Weaver adds and deletes pages, such as redundant policy information, groups documents belonging to the same customer together and adds/deletes OMR and postal codes for efficient postal handling.

These reengineering steps transformed Alm. Brand's time consuming document handling process into a fluent, automated workflow where both waste of resources and the amount of irritated customers is reduced.

Document Customization - Eddoc Weaver facilitates the customization of Alm. Brand's outgoing customer communications. Different communications require different insertions due to the characteristics of the message. Only relevant documents are inserted and customers are provided with matching policies for their insurance. This ability to customize outgoing communications individually with unique business logic reduces the costs of labour, paper waste, and time.

Postal Savings - Postal savings are realized through multiple avenues: mail consolidation, pre-sorting of mailings and adding barcodes. Alm. Brand's outgoing mail is sorted according to weight, which reduces manual sorting when affixing postage. Barcodes are automatically placed on the letters by the postal service provider for routing identification. These pre-processing steps provide Alm. Brand significant savings on postal costs.

Output - Output optimization means better efficiency, allowing Alm. Brand to optimize printing speeds and document processing times. Eddoc Weaver's unique engine is designed to eliminate redundancies in fonts and images to decrease the file sizes and allow faster print times. With Weaver Alm. Brand can easily convert AFP input into PostScript files.

System Compatibility - Eddoc Weaver's compatibility with all systems allowed Alm Brand to easily integrate Eddoc Weaver into its existing solution to realise the savings they sought. The solution also allowed Alm. Brand to use their virtual platform to access Eddoc Weaver via cloud computing.

Eddoc weaver