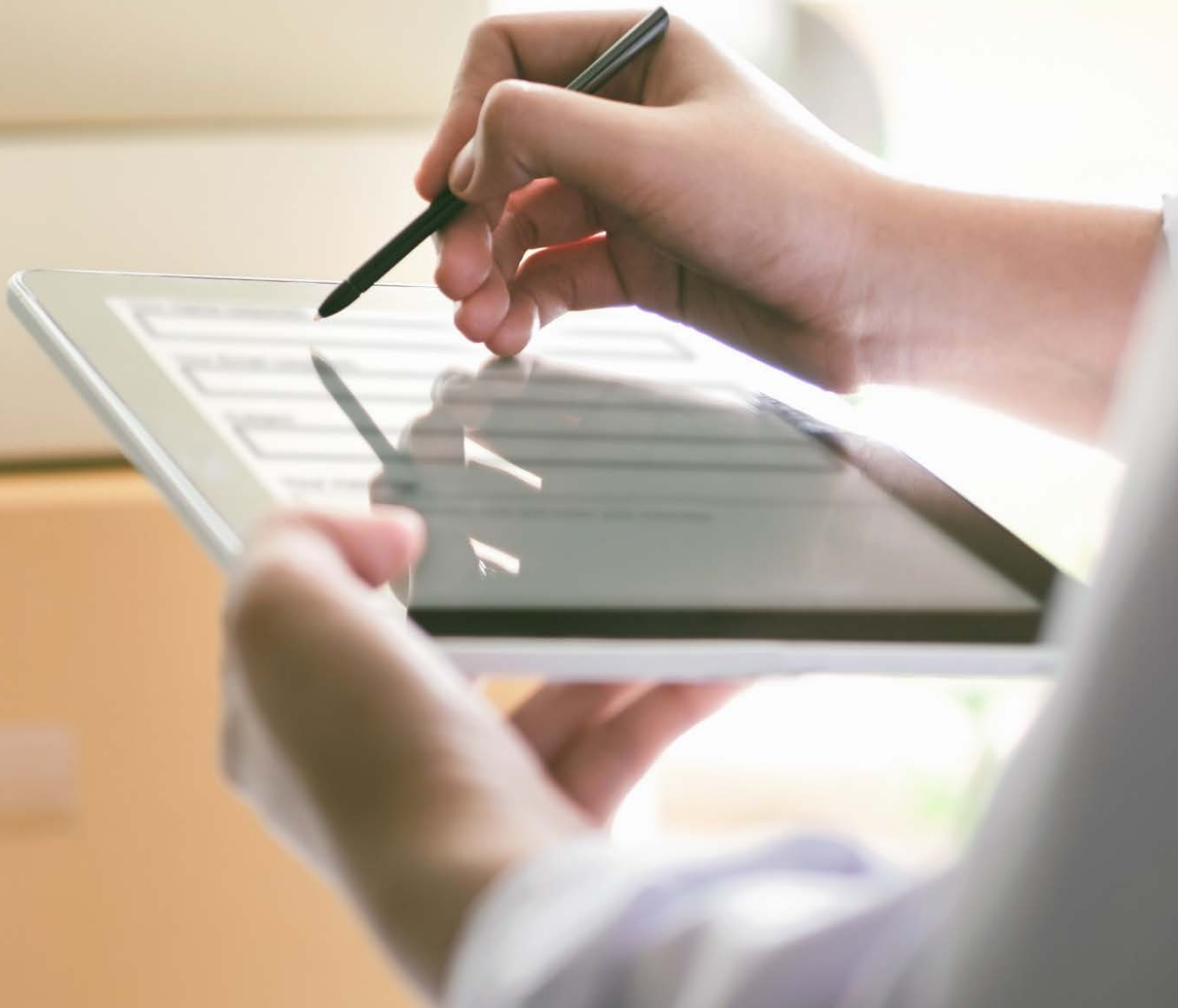


DIGITAL MAILROOM ENABLES QUICKER RESPONSES TO CUSTOMERS

Solution for wealth management organisation



Wealth management organisation reduces their workflow processes, improves customer response times and realises \$2.5 million savings across staff and equipment.



SITUATION

Our client provides insurance, investment, superannuation and private wealth solutions to retail, corporate and institutional customers. The company is one of the largest providers of superannuation services in Australia.

As part of its broader business strategy, the organisation sought to implement a digital solution to improve customer experience (CX) and improve efficiency by standardising the management of customer communications.

Our client required 32 staff members in their internal mailroom to receive and distribute communications manually to the appropriate business workflow for processing.

More than 4,000 customer communications are received daily by the organisation, in both physical and electronic forms.

There are more than 200 types of incoming communications including applications, contributions and cheques.



SOLUTION

Computershare implemented a fully outsourced digital mailroom solution to process communications received through physical and digital channels.

The organisation's incoming physical mail, emails and faxes are now digitised by our document scanning, classification and data capture technology. These documents are automatically identified and classified before data is captured, and documents are distributed to the correct department.

All documents are now managed through a common process, enabling the business to standardise their internal procedures, increase the speed of processing and reduce errors.

By replacing manual tasks with automated processes, the number of steps required to process incoming communications decreases and customer response times are improved.



OUTCOMES

Computershare's digital mailroom solution has allowed the organisation to:

- Simplify and increase the speed of processing
- Reduce workflow processes from 64 to 20
- Improve customer experience by reducing response times
- Decrease floor space, equipment and staff costs (estimated saving \$2.5M per annum)
- Improve accuracy and reduce risk

“Computershare was able to deliver an intelligent digital mailroom solution and provide a great outcome for our business. The solution has enabled us to achieve process efficiencies and improve our customer experience.”

Project Manager, leading Australian wealth management organisation



\$2.5m savings

across floor space, equipment and staff costs



69%

reduction in workflow processes (64 to 20)



improved response times and customer experience

DO YOU HAVE A CUSTOMER COMMUNICATION PROBLEM TO SOLVE?

Speak to Computershare Communication Services' strategic consultants solutions@computershare.com.au