

ALLIANZ SUISSE

With a clear digitalisation strategy to service leadership in customer communications

Challenge

2.7m

incoming mail per year

Solution



Digital provision of all business documents

Benefits



Quality and safety standards fulfil the legal duties of care

A high level of service orientation and a consistent focus on customer needs set the pace at Allianz Suisse. But how to meet the demand, with around 2.7 million physical and electronic items received annually, and around 5.2 million printed items requiring delivery to customers? Through the digitalisation of its business mail, Allianz Suisse has laid the foundation for its current process efficiency and service excellence. The incoming documents are scanned and made available digitally for onward processing.

Challenge

With the aim of concentrating on its core competencies and its customers, Allianz Suisse decided back in 2005 to outsource its internal mail service to SPS Switzerland Ltd. The go-ahead for the digital transformation of the document processes followed in 2008 with the digitalisation of insurance post. The partnership with SPS provided the basis for optimum exploitation of the existing synergy effects in this process. The positive outcome of the partners' long-standing collaboration has seen Allianz Suisse relying on SPS's expertise and experience for processing its print output since 2014.

Solution

For employees of SPS, the day begins shortly before six in the morning. The day's post is collected from the Swiss Post mail centre and brought to the dedicated Allianz mailroom for further processing. There, the SPS team sorts the shipments and hands over the documents to the scanning team for digitalisation. In addition to scanning, the various insurance documents (applications, policies, claims notifications, etc.) go through a customer-specified, defined capture process. With the help of markings (data matrix) and intelligent text recognition, each document is scanned (OCR) and assigned with almost complete automation. In addition, the required user data is exported and validated based on the determined document type. Following final quality assurance, SPS transfers the data to Allianz Suisse's central IT system the same day. Here, the

persons responsible for processing their business cases can access it directly. In certain cases, standard procedures are now even processed completely automatically. For outgoing mail, SPS processes the current print jobs with the highest levels of security and quality. It also ensures that all policies, invoices and other documents reach their recipients on time, even in peak periods during primary shipments.

Benefits

The key success factor for what we have achieved together is the collaborative partnership that has developed over the years. SPS is not regarded as a supplier, but as a strategic partner. This has a significant, positive impact on teamwork. Added to this, Allianz Suisse's consistent digitalisation strategy as well as its clearly formulated requirements and goals have made a decisive contribution to the successful conception and introduction of the current solution.

”

The collaboration with SPS allows Allianz Suisse to concentrate fully on its core business. SPS supplies all document management services from a single source, thus realising maximum synergetic effects and cost benefits. By maintaining the partnership, Allianz Suisse can continue to benefit from the innovative benefits of digitalising business processes.

“

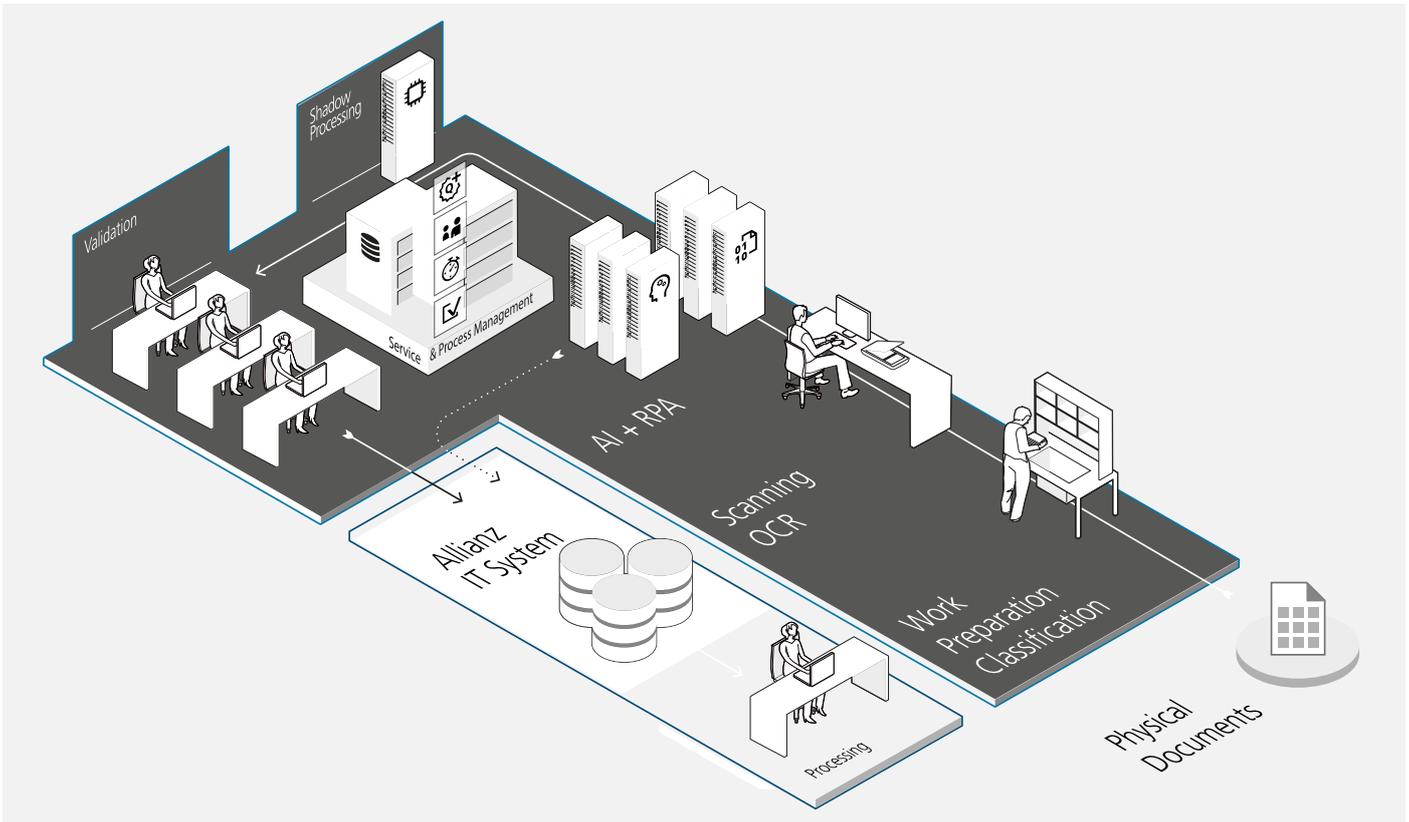
– Dr. Jörg Zinsli, COO Allianz Suisse

- SPS provides Allianz Suisse with the complete processing of incoming mail; from the physical in-house postal service and digitalising business mail to providing the information required for processing.
- Of almost three million items sorted in SPS's Allianz mailroom each year, all business mail runs through the digital life cycle.
- In the area of transaction printing, SPS processes over five million shipments per year for Allianz Suisse.
- The outgoing items are both printed, enveloped and packed in one of SPS's central printing centres, and also fed into the Swiss Post distribution processes with no interface delays.
- The quality and security standards guaranteed by SPS meet both the statutory duties of care and Allianz Suisse's high requirements in terms of handling sensitive customer data.
- Up to 50 data fields per document are automatically read using intelligent text recognition and, where necessary, manually validated by SPS specialists.
- Thanks to the use of modern technology and the process adjustments that have been implemented, Allianz Suisse has shortened its administrative processes significantly, and improved the control and traceability of its business transactions.
- Today, Allianz Suisse can concentrate fully on its core business, and from the receipt and processing to the output of its documents, profit from the expertise and resources of SPS.
- The defined digitalisation process permits faster processing of higher document volumes with fewer staff members.
- The same-day data transfer to the central Allianz Suisse IT system allows staff members to process their transactions faster and with significantly reduced effort.
- Thanks to end-to-end shipment control, the processes that every shipment runs through from production to the final sorting process at Swiss Post can be transparently traced at all stages.

Ready for the next milestones

Now it is primarily a matter of expanding the solution more and more towards electronic channels. One key challenge of the future will be to seamlessly integrate electronic queries via email and social media into the digital document cycle in addition to physical mail. SPS will be supporting this development and introducing new technologies.

To allow Allianz Suisse to realise further efficiency increases and continuously expand its service leadership, the current processes and activities are also regularly reviewed and adapted as necessary.



About the Allianz Suisse Group

With an insurance premium volume of around CHF 3.8 billion, the Allianz Suisse Group is one of the leading Swiss financial services providers. It employs around 3,600 people and is part of the international Allianz Group, which is represented in over 80 countries on all continents. In Switzerland, more than one million private individuals and over 100,000 companies rely on Allianz Suisse for advice and insurance and pension protection in all phases of life and development.

Learn more
about

