



CrawfordTech and EMC Help Financial Leader Reduce Environmental Impact

At a Glance

A look at a typical Financial Services environment

The environment:

- One of Spain's top ten financial institutions
- Sends over 1 million documents to customers each year
- The firm wanted to demonstrate environmental stewardship by reducing paper
- Customer service was enhanced with self-serve access to the document archive

“ The measures save more than 600 tons of paper and 3.6 tons of CO2 emissions per year ”

SPAIN'S TOP TEN BANK SAVES TREES AND MONEY

Background

With over 7 million customers, this financial institution is one of Spain's top ten banks. The firm has been evolving constantly since it was founded over a century ago; from a small bank into a large multi-national corporation that offers a great variety of financial products and services. The firm is committed to supporting the social and economic well being of the communities they serve, and as the organization began to expand into new international markets they began to look for ways to reduce their environmental impact, particularly concerning paper usage. They found their solution with EMC and Crawford Technologies.

Going Green

This financial firm adopted EMC's Documentum archiving solution and CrawfordTech's PROArchiver to digitize and store their ever-growing volume of customer correspondence. The Bank produces millions of documents -- including a vast variety of statements, letters and notifications -- and the digital archive has had a considerable environmental impact. A substantial volume of paper has been saved as a result of measures taken to prevent paper from being used unnecessarily. The EMC/ CrawfordTech solution makes information easier to handle and noticeably reduces the environmental impact. The CrawfordTech software was deployed to retrieve the statements from the archive, and then identify and extract all of the required data from the files and output it in the desired XML structure. Once extracted, the selected statements were pushed through an audit system and analyzed for potential overcharges and over-payments, so that the bank could determine if customers were owed money and needed to be reimbursed.

Going Paperless

The Bank uses CrawfordTech's tools to convert AFP print streams into industry standard PDF for viewing and then stores the documents using the Documentum High-Volume Server. Documents are retrieved through a variety of web portals which enables customers to see, file and print all of their correspondence. The load on call center staff has been reduced and customer satisfaction has improved by going paperless.





A little about Crawford Technologies

Crawford Technologies streamlines high-value document management solutions that encompass all aspects of post composition Customer Communications Management (CCM) including print file transforms, workflow automation, operations management, intelligent mail tracking, Multi-Channel Customer Communications Management (MC3), archiving/ECM and document accessibility.

Instant Access

Instant access to documents for service agents is a key component of the solution. The Bank sends 33,000 statements and letters to customers each day. All of these documents are captured and made available in a centralized solution that gives customer service staff ability to view, print, or email a copy of any particular item of correspondence, as required, to resolve any customer enquiry.

Stamping out Mailing Costs

The number of mail pieces sent has been reduced by 24% since adopting the solution and has resulted in a dramatic drop in postage and mailing expense. The firm consolidated and comingled documents, and adopted a number of cost-saving operational policies, including the elimination of correspondence for 95% of contracts where the counterparties are employees. As a result, the measures save more than 600 tons of paper and 3.6 tons of CO2 emissions per year.

EMC and CrawfordTech

EMC and CrawfordTech were selected to provide a centralized electronic document management solution to reduce the firm's environmental footprint and improve the customer experience. Approximately 12 million documents, including outbound letters and statements, are automatically archived and the solution manages approximately 500 million mission-critical transactional customer documents.

Consulting for Best Practice

The Bank leveraged EMC and CrawfordTech Consulting Services to get the most out of the solution. After a pilot program CrawfordTech facilitated installation and implementation as well as the knowledge transfer to ensure that internal project and support teams gained the skills required to maintain and enhance the system.

