



At a Glance

- EMC is an industry leader in enterprise content management systems
- CrawfordTech is a world leader in print stream transformation and archiving
- Saga Insurance leverage EMC's and CrawfordTech's technologies to provide an enterprise archive for customer correspondence
- The solution enriches the customer experience by publishing policy documents and correspondence online and improves the efficiency of support staff
- Postage and printing costs have been reduced by 20% so far as more and more customers choose to receive their documents online

Solution

Enterprise Archiving with EMC and CrawfordTech

British Gas selected EMC and CrawfordTech to provide a centralized electronic document management solution which has improved the customer experience. All outbound letters, including energy bills, debt collection correspondence, connection letters, and similar critical customer communications, are automatically archived from the print center. In total, the solution archives and manages approximately 330 million documents with approximately 87 million added per annum, enabling customer service staff to access these at the click of a button on the CRM system.

Similarly, inbound letters are scanned and a copy loaded into the archive in addition to the copy sent into the back office for action.

Today, 5,000 British Gas customer services personnel based across six contact centers use this solution to view the information required to resolve customer queries. "British Gas has joined forces with Sainsbury's, the British-based supermarket chain, to supply customers under the Sainsbury's Energy brand," Copley states, "where customers often sign up in the store, and the signed contracts are captured on a sales tablet and transferred into the Documentum repository."

Improving Customer Service Levels

Copley points out the substantial customer and staff experience improvements that have resulted from the Documentum implementation. "First, because customer service personnel have the right information at their fingertips, they are able to reduce the amount of time on the telephone with each customer. The integration of Documentum provides our staff with an exact view-in full colour-of every bill or letter. Prior to this, many of our documents were viewed in SAP; while this contained the information, it was in a different format." An example of the feedback received states, this system gives you the ability to talk to customers about their bills and letters with confidence. For the first time, we can see the exact information contained on the bill can easily refer to it in our conversations."

Online Presentment and Self Service

More recently British Gas has provided access to the correspondence archive available through its customer website. About 8000 Customers every day view summary statements and another 2000 download their correspondence and bills. The online portal reduces the load on call center staff and improves customer satisfaction through self-service.

In addition by making bills available online British Gas is able to offer online only tariffs. Of the 330 million documents sent each day approximately 80,000 of the total remain as digital only copies which results in saving in printing and postage of approximately £3 million each year.

Meeting Compliance Requirements

Copley notes that the solution will also enable the company to meet its compliance obligations. "The current processes in place for meeting the regulations set out by the Financial Services Authority which apply to our Service and Repair business were often time-consuming and but now correspondence is available at the touch of a button."



CrawfordTech Services

Consulting

- Archiving assessment services
- Archive implementation services
- Archive upgrade services
- Legacy archive migration service

Training

- Archiving Fundamentals
- Archiving Advanced
- Print Fundamentals
- Print Advanced

Support

- 24 x 7 customer support
- Product upgrades
- Consistently rated #1 for support

“The solution is useful for auditing, proving a history of paper-based and email correspondence between British Gas and the customer is available.”

EMC and Crawford Consulting for Best Practice

Finally, Cobley states that British Gas relied on EMC and CrawfordTech Consulting Services to get the most out of the solution. “When we selected the solution, we started with a pilot program. EMC and CrawfordTech helped us with the solution installation and implementation as well as the knowledge transfer to ensure that our internal project and support teams gained the skills required to maintain and enhance the system. We wanted to make certain that we were using Documentum optimally. We continue to use EMC Consulting Services to ensure that we adopt best practice.”

“The pilot approach also helped us to ensure that the solution would be acceptable to the larger user community,” continues Cobley. “By using a pilot ,we could iron out any issues that might have been encountered before going live. We also knew that if our pilot team liked the new solution, its use would spread throughout the organization. As it turned out, they the solution very much, and it was quickly adopted by the rest of the relevant staff.

“In choosing EMC Documentum, we desired to adopt an industry-leading electronic document management solution to improve our customer service levels. EMC Documentum is now helping us daily to reinforce our company’s customer-focused commitment.”

Conclusion

Crawford Technologies has a fifteen year track record of customer communications solutions. We have the products and expertise that is used by hundreds of customers around the world to optimise print operations and archiving.

Utility companies are seeking fundamentally new ways of addressing the challenges of print stream archiving. Now in partnership with EMC Crawford Technologies offer market leading print stream archiving technology integrated with the EMC’s ECM solutions.

PRO Archiver is a tried and tested print stream archiving solution and over 90 EMC customers can testify to the benefits of putting customer communications in an enterprise archive using this technology.