

How we saved Allianz £1.25m over five years by optimising customer communications

Case Study



Case study background

Part of the global Allianz Group, Allianz Insurance PLC is one of the largest general insurers in the UK, providing a full range of insurance products through brokers and partners.

We have been working with Allianz since 2007 to provide print and digital services that have expanded as both our organisations have evolved and market conditions have changed.

The challenge

Allianz, along with many of its competitors, is an organisation of multiple companies, divisions, brands and sites. As a result, there were multiple product types, processes and communications streams.

Our challenge was to help centralise and rationalise the communications sent to Allianz customers, in terms of cost and time, optimising the communications workflow and introducing innovation where it provided business or customer benefits.



How we helped

As a part of the communication optimisation process, we introduced innovative alternatives to print such as eDocs, email and SMS delivery. We dispatch approximately 5 million communications per annum to Allianz customers across these mediums.

We close the communications loop by managing approximately 2.5 million inbound digital and document based communications where we receive, scan and transmit the returned data, reconciled to customer level, to Allianz via a secure data link.

We seamlessly manage 20,000 support requests per month, across 1,500 different workstreams involving 700 lines of printed products held in stock.

Products such as cheques, promotional items, publications, collateral and signage are all managed alongside services such as online asset management and office letters (Hybrid Mail).

Furthermore, we implemented an office letters solution that enabled Allianz employees to dispatch customer communications directly from our mailing facility, thereby reducing administrative burden and postage costs.

For over 12 years we have invested in our relationship leading to a strategic and integrated partnership that has led to an efficient inbound and outbound communications workflow that provides Allianz with significant improvements in business.



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The Results

Through the optimisation of customer communications across multiple insurance brands, Allianz have realised savings of £1.25 million over 5 years.



Find out **more...**

Talk with our friendly team to learn more about the options that are available to you and discover what your implementation process could look like.

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Mail Metrics helps organisations manage regulated, critical customer communications via one platform, unifying digital and print. The Mail Metrics platform provides teams with real-time analysis for total control, and customers with the communication experiences they expect. As a trusted partner, Mail Metrics consults with clients to deliver tailored insight, enabling organisations to maximise the effectiveness of their communications. A suite of certifications across our sites provides robust evidence of Mail Metrics' dedication to operational compliance and integrity.