Case Study

RSA

Overview

- Significant volume of inbound and outbound documentation, emails, and correspondence across multiple locations.

- Customers expected the ability to communicate with ease across different channels.

- 100% paper-based processes with difficulty transitioning to digital.

The challenge

- End-of-Life (EOL) equipment and restrictive legacy systems.

- Regulatory and compliance issues related to policyholder documentation.

- Highly manual processing of documentation with no unifying system to manage customer communications.

- Lack of a compliant, unified solution to manage all customer communications.

The results

40%
reduction in postal costs.

10 FTE
reduction.

99.85%
SLA compliance rate across all documents.

Ongoing migration from paper to digital via the Mail Metrics platform, delivering better policyholder experience and reduced operational costs.

Full track & trace of all documentation across postal and digital channels.

The solution

This project was a large undertaking involving moving from an in-house model with three geographic locations with various operating models.

Mail Metrics managed the transformation programme, providing a full end-to-end outsourced solution for the printing and mailing of all insurance renewals, claims and other sensitive documentation.

Mail Metrics were also appointed to manage all inbound mail to provide RSA with a paperless office, and Mail Metrics became the 'engine' of RSA's multi-channel customer communication strategy.