

Case Study

Overview

- BOI Ireland, also known as Bank of Ireland, is a major Irish financial services group, established in 1783.
- It offers a wide range of banking and financial services, including personal and business banking, corporate banking, and financial services in the UK.

The challenge

- BIIS is the insurance services arm of BOI Group. While part of the group, BIIS required its own tailored communication solution for outbound and inbound communications across all channels.

The results

Print to Digital Transformation

Over 50% of the communications sent by Mail Metrics on behalf of BIIS to their policyholders were in digital format within 8 weeks of go live, and that figure is now at 90%+ digital on a regular basis.

Voice of the customer

"Mail Metrics are dedicated to continuous improvement support in the digital space" Christine Kearney, Vendor & Business Process Manager.

Compliance

Real-time visibility and measurement of all communications across all channels ensures compliance with regulatory and operational guidelines.

The solution

BIIS engaged with Mail Metrics and a number of other suppliers to set up an insurer panel solution enabling Bank of Ireland customers and non-customers alike to access insurance from multiple insurers.

Mail Metrics' responsibility as part of the wider product was to provide a multi-channel policyholder communication solution for all outbound and all inbound communications.