



Länsförsäkringar Makes It Easier for Customers to Interact

OpenText enables customers to choose how they receive their transactional documents

Industry

Banking

Customer



Business Challenges

- Consolidate print jobs
- Improve financial efficiency
- Ensure consistency in corporate look and feel

Business Solution

- OpenText StreamServe (formerly StreamServe Persuasion)

Business Benefits

- Enables customers to receive transactional documents that are easy to understand
- Allows documents to be received through multiple channels
- Achieves cost-savings for print consolidation
- Provides a high return on investment, allowing lower costs of services

By consolidating document output and establishing options for electronic communication through one central platform, Länsförsäkringar customers receive uniform and easy-to-understand transactional documents. By consolidating print jobs on a company-wide scale, OpenText StreamServe (formerly SteamServe Persuasion) is helping Länsförsäkringar save money and lower costs for its insurance and banking services.

Länsförsäkringar is Sweden's only customer-owned and locally based banking and insurance group. The organization consists of 24 independent, regional insurance companies as well as the jointly owned Länsförsäkringar AB.

Roughly 35 of the group's IT systems produce documents and messages, which contributes to a complex environment from a document output perspective. While each company managed its own document output in terms of layout and printing, transactional documents were sometimes complex and hard to understand for the end customer.

System consolidation creates competitive advantage

"We realized that both our company as well as our customers would benefit significantly by consolidating most of our overall document output processes, including document design and print jobs," says Janne Granström, IT manager at Länsförsäkringar.

After careful evaluations and several large-volume print job tests, Länsförsäkringar chose StreamServe for its demonstrated ability to meet the group's challenges today and into the future.

"In our evaluation process, StreamServe proved it could easily handle the over 80 million pages that we print every year. StreamServe puts us in a much better position to negotiate with print shops which, in the end, means lower service costs for our customers."

Making it easier for the customer

Länsförsäkringar now has a system that allows them to provide customers with welcome letters, insurance statements, and invoices that are both attractive and easy to understand. If Länsförsäkringar changes the layout in StreamServe, the same layout changes are made to all of the group's documents, despite the system from which they originated.





“OpenText StreamServe proved it could manage our correspondence management challenges. The efficiency gained by StreamServe means lower service costs for our customers in the end.”

Janne Granström, IT Manager, Länsförsäkringar AB

“StreamServe also enables our customers to choose how they wish to receive their transactional documents,” says Granström. “Some still prefer paper-based communications, while others wish to communicate electronically. StreamServe allows us to accommodate both options. We look forward to using StreamServe to further enhance the relevancy of the content each individual customer receives.”

Stability: A matter of customer service

Since Länsförsäkringar started using StreamServe, system stability has also improved.

“The nature of our business requires that we are able to follow strict document management rules and directives,” adds Granström. “Our customers confide in us and deserve competitive service offerings and reliable correspondence. With StreamServe, we are in a better position than ever to provide that.”

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