

Sympany uses OpenText Capture Center to increase customer satisfaction and reduce operating costs

International insurance company introduces central mailbox for incoming paperwork

Sympany is active in the health and accident insurance business for private individuals and companies, as well in property and civil liability insurance. The international organization has its headquarters in Basel, Switzerland. In 2012 it made a profit of 21.6 million Swiss francs. With approximately 530 staff, the company looks after more than 203,000 private customers, of whom around 165,000 have basic insurance. In the corporate customer field, Sympany deals with around 12,250 companies.

In the course of time, a number of applications and systems had accumulated at Sympany. For example, around 130 business applications were being used. The group decided to standardize its IT landscape in order to achieve faster work flows. It launched the major IT project “Sybacon” (Simply Business Application). As a result of the switch, the number of applications was to be reduced to a handful. But it was not only the large number of applications that had become a problem. In the past, Sympany had taken over a number of health insurance companies. However, the companies acquired had continued to use their respective mail processing systems.

Central mailbox aims to accelerate processes

In the Central Mailroom (CM) in Basel, the documents from the various solutions are painstakingly sorted and stored in separate departments for private and corporate customers. It’s an extremely time-consuming process considering the sheer volume of documents at the health insurance company: Every year, between three and four million documents arrive in the Central Mailroom.

“We decided to introduce a central mailbox for all the business correspondence from our branches,” states Rosario Mascaro, the IT Application Manager ECM at Sympany.

INDUSTRY

Insurance

CUSTOMER

Sympany

CHALLENGES

- Creation of central mailbox for all incoming business correspondence
- Replacement of five different legacy systems

SOLUTION

- OpenText Capture Center (OCC)

BENEFITS

- Work processes greatly accelerated
- Faster settling of bills increases customer satisfaction.
- Better access to data enables more precise planning

“Thanks to the new solution, the processing time for services has been halved. This has enabled us to achieve a significant increase in customer satisfaction.”

ROSARIO MASCARO, THE IT APPLICATION MANAGER ECM AT SYMPANY

To set up the central mailbox, Sympany opted for OpenText Capture Center (OCC). OpenText Capture Center is a system for the automatic recording of paper documents. Automatic document classification and data extraction on the basis of optical character recognition (OCR) are used to forward documents and preset data fields in the system. Currently, distinctions are made between more than 100 document classes. These include not only forms, but also documents such as reports, doctor's bills, laboratory bills and informal letters from the people insured on the subject of the insurance services offered.

Flexibility of OpenText Capture Center impressed Sympany

“In the past we had carried out some very successful projects with OpenText. We finally selected OpenText Capture Center (OCC) because the solution can be adapted perfectly to the needs of individual customers. It's not an out-of-the-box product. It was therefore unnecessary to evaluate OCC alongside other solutions from alternative suppliers,” says IT expert Mascaro. For example, one great benefit of OCC was the fact that a number of individual requirements could be configured. The teams from OpenText and its integration partners impressed Sympany with their commitment and demonstrable competence in carrying out complex ECM projects for companies of all sizes.

Central handling increases productivity

In February 2011, the “Sybacon” IT project was launched with a special kick-off ceremony; the introduction of OpenText Capture Center forms an integral part of this project. To facilitate the integration of OCC, a total of eight people were involved, including two experienced consultants from OpenText. IT expert Mascaro praises the “absolutely smooth” introduction of the OpenText solution. “Now we have only one delivery line in the Central Mailroom, all the handling is performed centrally. Our work flows have accelerated dramatically,” is Mascaro's positive conclusion.

Faster processing of benefit claims leads to greater customer satisfaction

However, the introduction of OCC has not merely allowed Sympany to increase productivity. In addition, costs have been massively reduced: Where up to five systems had previously been employed, each incurring its own maintenance costs, now all the processes run on a single processing platform. Another benefit is even more significant: Sympany has been able to greatly increase customer satisfaction because the insurance company can now settle claims significantly more quickly. Processing time has been halved.

Company-wide access to information permits more precise planning

“Our extremely high data volume is processed by OpenText Capture Center without any problems,” says Rosario Mascaro. “The data quality was dramatically improved by the OCC solution, through the different classification possibilities and the powerful OCR engine for optical character recognition,” continues Mascaro. Almost 100 per cent of the data could now be extracted and assigned to the correct partner. Thus Sympany can now access information across the entire company, enabling it to plan better in advance, identify bottlenecks before they even arise and continue to optimize processes.

Well equipped to face the future

The project has not ended with the successful introduction of OCC, however. Sales documents, involving such things as customers' changes of address, are still handled using an old system. “Now we want to take the next hurdle as well, and send these documents to through our new system in the future. When this final step has taken place, we will be well equipped to face the future,” Rosario Mascaro is convinced. ■