

AdmiralDirekt.de

Transforming transactional communications

- Improved processes
- Competitive advantage
- Delivering cost savings

CASE STUDY



Objectives

AdmiralDirekt.de was looking to outsource the document composition, print, delivery and archiving of quotes going to prospective customers, regardless of whether they were received online, or through the call centre. The underwriter also wanted to ensure fastest possible turnaround of insurance quotations, not only through the online quotation engine, but also with confirmatory documentation sent through the post. The speed with which a written quotation is received determines the likelihood of the prospect accepting the quotation and becoming a live policy holder.

The Pitney Bowes Solution

Once an Admiral prospect has answered all relevant quotation questions, either online or through the call centre, a written quotation often has to be sent through the post. AdmiralDirekt.de customer data, from multiple channels, is fed into the outsourced Pitney Bowes processing centre and formatted into an official insurance certificate document. This is then printed, enclosed and put into the mail the same day, providing rapid response times that help AdmiralDirekt.de achieve optimal conversion from quotation to actual policy sale.

Pitney Bowes also provides an outsourced archiving facility which complies strictly with all regulatory standards and personal data protection rules. Out-of-house archiving supports effective and efficient customer service. When a client or prospect rings with a query, or to extend a policy, documents are almost instantaneously recomposed on screen, so that the call centre agent is looking at the same documents on screen that are in front of the caller.

The Pitney Bowes solution also offers full integrity, guaranteeing that the right documents are provably sent to the right person. Print optimisation ensures that enclosures remain within postal break weights. And mail consolidation delivers postal savings of up to 25%. Full reporting allows the business to inform clients exactly what stage of production or transmission each client communication has reached.

Client Profile

Admiral Group plc is the UK's third largest direct motor insurer. In October 2007 the firm launched its German subsidiary, offering customers bespoke pricing on their motor policies.

Results

The Pitney Bowes outsourced solution for AdmiralDirekt.de allows the underwriter to achieve rapid turnaround of insurance quotations and policy applications, to ensure optimal conversion to sale. Queries and policy extensions are processed efficiently in the call centre, and printed outputs produced and sent at minimum possible cost. All this happens with no capital investment risk, and with the option to upgrade the service when required.

Benefits of outsourced Customer Communications Management

- Customer communications, whether online or through the call centre, are processed, decision-ready, into a correct input format for internal systems.
- Productivity, cost and automation gains from document rendering in the call centre and from postal optimisation.
- Integrity ensures data security and regulatory compliance.
- Improved customer quotation and query turnaround.
- Improved customer satisfaction and conversion to sale.

Sita Schwenzer, Managing Director, AdmiralDirekt.de

“ Pitney Bowes services cover the entire process, from document production to archiving. They manage many processes and steps, giving us a single point of contact for all these activities. Pitney Bowes has been a strong partner working by our side from the outset. Their experience in the management of transactional communications is particularly important; we work daily with sensitive customer data so security is paramount. With Pitney Bowes we know our data is in good hands so that we can concentrate on our core area: car insurance.”

Pitney Bowes Management Services

6 Hercules Way, Leavesden Park
Watford
Herts WD25 7GS
United Kingdom

T: 08444 992728
contact.us@pbms.co.uk

www.pbms.co.uk

© 2010 Pitney Bowes Inc. All rights reserved.
Pitney Bowes are trademarks owned by
Pitney Bowes Inc. All other trademarks are
the property of respective owners