



Solution Case Study

Leading Financial Services Provider

Our client, a Fortune 250 global financial services company with a proud history of over 150 years, is committed to being a trusted provider bringing financial security to its clients. One of the nation's largest mutual life insurers, it is a leading provider of employee benefits ranging from life insurance, disability income insurance, annuities and investments to dental & vision insurance.

The Challenge

Evaluate the feasibility of a fully outsourced solution and reduce/eliminate internal administrative support costs while enhancing service delivery. Leverage an outsource solution to deploy technological advances and economies of scale to ensure continuous process improvement.

Specific objectives were to:

- Increase production print efficiencies and productivity levels to reduce on-going costs per unit, while improving budget predictability through a simplified structure.
- Leverage software to automate job requests, digital proofing, job status tracking, service level monitoring and digital image archiving.
- Provide a more nimble structure and demand management protocols that mitigate business risk as audience demographic shifts toward e-delivery as a preferred mode of customer communication.
- Enhance security levels and turnaround times by migrating print from internal centers to a robust, professionally managed off-site facility.
- Reduce total Fulfillment and Warehousing costs through productivity improvements and inventory management discipline while improving service turnaround to client business units.
- Institute detailed reporting mechanisms to measure productivity and cost savings, including job details at cost center level, to facilitate electronic invoicing and direct cost center allocation.

Outcomes

Working collaboratively with the client's transition group, Content Critical Solutions developed a strategic outsourcing process to migrate existing requirements into the CCS production model and create an evolutionary path for continuous improvement.

Highlights of the business results:

- A variety of browser-based applications were developed to improve the users' experience in creating, managing and reconciling outbound documents and other content.
- Comprehensive content processing tools were incorporated into the workflow to streamline data and content development leading to increased production efficiencies.
- Company assets associated with these activities were eliminated or redeployed resulting in considerable savings:
 - 11 FTEs
 - 30,000 square feet of operations space
 - Capital equipment (mail & print machines)
- Dedicated project management and integrated Client Service/Production Management enabled strong inter-company collaboration. Quick response to issues helped ensure a seamless transition, and paves the way for innovation and continuous improvement.
- To date, conformance with rigorous SLAs has been exemplary:

On-Time Delivery:	99%
Quality/Accuracy:	99.6%
- Advanced ERP system functionality provides comprehensive reporting and consolidated monthly invoicing on a detailed level. Customized reporting is also readily available to team members.