



SUCCESS STORY

Global Insurance Company

Industry

- Insurance

Solutions

- OpenText Fax2Mail
- OpenText Notification Services
- OpenText Cloud

Results



Fax savings
of 50% per page



Projected \$8M return
on investment within five years



Full visibility
into customer transactions



Unlimited scalability
for volume spikes in
outbound communications

Global insurance leader cut fax costs in half and improved customer communications with proactive notifications

Global insurance company scales customer transaction and reporting capabilities with OpenText Fax2Mail and OpenText Notification Services

“With OpenText messaging solutions, we’re getting a multi-million dollar ROI from our investment in the cloud.”

Executive Vice President



One of the world's largest insurance companies needed to reduce costs, increase efficiency, improve customer service, and run a greener operation. They replaced their outdated fax system and updated their paper-based notifications processes with a new portfolio of cloud-based services: OpenText Fax2Mail and OpenText Notifications Services.

The challenge

This leading global provider of insurance, annuities, and employee benefits plans found its fax systems becoming unmanageable, creating costs and performance issues. In addition, the price of mailing paper statements was rapidly escalating, and customers were asking for an easier way to receive account notifications and access their policy information. The company required a re-evaluation of its messaging strategies.

Fax communications

With over 60,000 employees serving millions of customers around the world, the company was experiencing a rapid increase in incoming and outgoing fax volume, often resulting in performance delays. It was becoming cost-prohibitive for the IT staff to efficiently manage the internal infrastructure. The company had a choice—either continue to invest in-house or evaluation the benefits of migrating to a cloud-based service.

Customer notifications

The company's manual, paper-based notifications process was costly (labor, paper, and postage), inefficient, fragmented, and did not align with the corporate mandate for increasing sustainability. Notifying customers with policy updates, statements, and payment information was time-consuming and error-prone, and would result in delay of payment. The company wanted to implement a paperless notification solution to augment its paper mailings - an option that would allow customers to receive immediate communications providing direct access to their online statements.

The solution

The company concluded that OpenText Fax2Mail and OpenText Notifications Services would provide the most efficient services with no additional capital expenditure.

OpenText Fax2Mail is a transaction-based pricing model that charges only for the services used, and robust reporting enables the company to track the status of each transaction. As a result, the client has attained:

- Cost savings of 50% per fax page
- Projected \$8 million return on investment by using OpenText cloud-based messaging services over a five-year period
- Enterprise level scalability to handle growing volume on-demand
- Improved compliance with security and confidentiality mandates
- Expansion of messaging solutions into additional departments





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OpenText Notification services automates the delivery of high-volume outbound notifications, allowing the insurer to send policy statements, payment information, and other important updates to their customers by email or SMS. This cloud-based service reduces the time and resources required to process and mail paper-based notifications. With the company's home and auto divisions now using email and SMS notifications, the insurer is experiencing dramatic gains in speed, efficiency, costs savings, and customer satisfaction, including:

- Automated multi-modal notifications platform integrates seamlessly with the insurer's back-end systems
- Customers can opt-in to receive electronic notifications in the modality they prefer (email and/or SMS)
- The service can scale to handle millions of consumer and institutional clients without performance issues
- Significant cost savings by eliminating paper, postage, and manual processing
- Better governance and compliance—the insurer has a complete electronic audit trail for every notification.



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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