

Flexibility gained Complexity reduced

The „Outsourcing TAP“ project

Initial situation

In 2015, the Series M/ went into production at Suva after a successful implementation project. A central solution for Customer Communication Management CCM was thus created, which produced and controlled the entire output of customer communication from this point on. For this purpose, the existing delivery systems were connected, first and foremost the insurance platform SYRIUS from Adcubum AG. This is where the majority of the creation processes are initiated and supplied with the required data. Based on this data, the Series M/ produces the required documents - depending on the business transaction in a fully automatic dark or batch process or in dialogue-oriented interactive creation by the employees. Physical documents are printed centrally (AFP) or decentrally (PCL) and stored in the electronic archive in PDF/A format. Suva sends digital output via the secure e-mail, customer portal, sedex and eBill channels, among others.

Project TAP

„Outsourcing Transactional Print“

In 2016, Suva decided to outsource the entire processing of physical print output to an external print service provider. The decision was made against the background that significant investments in print and dispatch processing were on the horizon and the declining total volume of print no longer justified such a machine park, including personnel expenses. In addition, a further reduction in print volume is foreseeable as a result of the multichannel projects for increased communication via digital channels, portals, networks, etc. In February 2017, the project „Outsourcing Transactional Printing (TAD)“ was launched with the following objectives

- Outsourcing of the entire physical processing (from printing to mail delivery) to an external print service provider.
- Adaptation of the preceding processes and introduction of checking routines to ensure the completeness, correctness and quality of the documents.
- Take into account feedback from external processing, including reprinting or posting
- Cost savings in printing and mailing
- Simplification of processes through industrialised production
- Extension of output possibilities on the basis of a modern infrastructure - without investment costs

Suva, the accident insurance company

Suva provides compulsory insurance cover in accordance with the Swiss Accident Insurance Act (UVG) in the area of responsibility assigned to it by this Act.

As the largest provider of mandatory accident insurance in Switzerland, Suva insures around one third of all companies, enterprises and administrations active in Switzerland. Around half of all employees in Switzerland are insured with Suva against the consequences of occupational and non-occupational accidents and occupational diseases.

Customizing the output

In the same year, the project team began work on preparing the output. The output management system M/OMS was configured to generate a complete print data stream containing all print-relevant information for dispatch in C4 or C5 envelopes. On the other hand, it does not contain any specific control characters for processing on the service provider's packaging and franking lines. In this way, the company remains independent of the service provider's infrastructure and retains its entrepreneurial freedom in the event of a change of provider. All in all, only minor adjustments to the document templates were necessary, because the internal raw format of the Series M/ preserves all data accumulated in the course of the document process in a neutral form. Thus, they are available for final processing in M/OMS for each channel. No matter whether it is processed internally or externally. All data required for external processing is contained in the generated AFP data stream in the form of „tags“, so that no separate control file is required.

Security and quality checks

Since the printing and mailing processes are no longer in-house, security and quality routines have been introduced which extend beyond internal processes to external processing. For example, information from the service provider on the processing status (including reprint or posting) is reported back to M/OMS and is available there.

- The basis is the validation of the documents for processability. Documents that cannot be processed are rejected.
- The newly introduced closed loop provides the administrator with information about the current status of the document throughout the entire creation process. For registered mail, for example, M/OMS generates a unique registration number that Series M/ processes and writes to the internal archive as a metadatum. The deliverer scans this code upon delivery and thus provides the required proof of delivery.
- Suva's quality assurance has been improved by a digital „good to print“ process. If, for example, relevant document templates have been changed, those responsible can check individual documents or document types on the screen for a certain period of time and release them for production or withhold them. Previously, a physical printout was necessary for this.

At the beginning of 2018, the project was successfully completed on time and within budget.

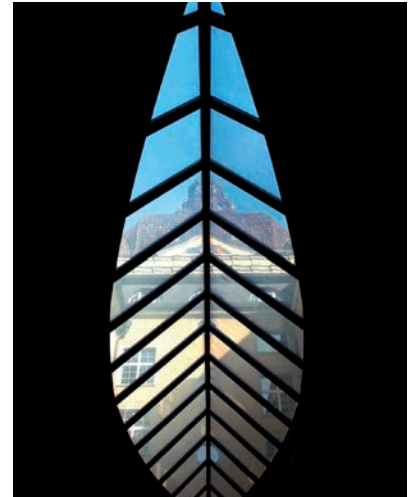
The benefits

Even though the digital communication projects are having an effect, a considerable amount of printing can be expected for the time being. With the „Outsourcing Transaction Printing“ project, Suva has been able to optimise this share of today's approx. 75% in essential points through

- Simplification of processes through central processing of all orders
- Significant cost savings through consolidation of consignments
- More flexibility and quality through colour printing and white paper printing instead of pre-printed forms
- Savings by eliminating the infrastructure for print, dispatch and operating
- Increased focus on the digital orientation of internal processes such as communication - regardless of the size of the print volume

Future prospects

In order to stay well equipped for the future, aspects such as technology, usability and availability play an important role, especially in CCM. In this context, the new Series M/ product line with M/TEXT TONIC sets new standards for customer communication of the future. Suva is therefore considering launching a migration project in 2022 to switch from M/TEXT Classic to the new product line M/TEXT TONIC.



„The ,Outsourcing Transactional Printing‘ project has given us a lot of flexibility while reducing complexity.

We save money every day thanks to the shift to central printing and the implementation of mail bundling.“

Ivan Hess,
IT Project Manager Suva

Contact

We have even more information for you. Would you like to talk to our reference customer? We will be happy to arrange an appointment.

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