



## Banque AGF

Reducing registered mail processing costs with Esker and Mail on Demand



**A** world leader in internet banking, Banque AGF uses Esker DeliveryWare to equip its Customer Relationship Management (CRM) solution with new communication channels — improving the quality of customer service and increasing productivity. Just one of the delivery channels available to Esker DeliveryWare users, Mail on Demand allows Banque AGF to outsource their registered mail processing, saving them time and money.

### Configuration

- **Operating System:** Unix & Microsoft® Windows NT
- **Applications:** Streamserve, Brio Enterprise, SBS, Focus 2 One

### Challenge: Automate registered mail distribution

In early 2002, Banque AGF reviewed the methodology by which it processed and delivered its business-critical documents. It was clear that though they were producing high page volumes electronically, they were still distributing these time-critical documents via slow and costly manual methods, eliminating unnecessary manual processes and the associated costs (labour, paper, toner, equipment maintenance, etc.) became a top priority for Banque AGF Operations and Information Systems Management department.

Client systems manager Pascal Vercreuisse explains, *"Written communication is essential in our profession. We have always looked to service providers for the production and delivery of documents to reduce costs and increase profitability. However, in the cases where we needed to send documents via the post, we had no choice but to manually process hundreds of registered letters per day. Since we did not want to set up a new department to process high volumes of post each day, we needed to look for alternative solutions that would allow us to automate and outsource the production of our business-critical documents."*

### Solution: Esker DeliveryWare and Mail on Demand

Banque AGF identified two potential solutions to their problem. The first involved purchasing a machine solely for the automated on-site production of registered mail. The solution required a specific server, operation software and a second back-up machine. In addition, the machine had to be situated on

the bank's premises and needed application development to integrate with their CRM system. Though the solution addressed their primary objectives, Banque AGF quickly rejected it, as it required purchasing additional costly materials and extensive modifications to existing applications.

The second solution was Esker DeliveryWare. Designed to reside on a Microsoft® Windows® server, Esker DeliveryWare has a native connection to most mainstream market applications and offers a full range of document delivery channels, including fax, email, PDF, wireless, archive, print, and Mail on Demand. Mail on Demand provides significant cost savings and streamlines business processes by electronically delivering business correspondence directly from enterprise applications to an external, outsourced mailroom that provides fast, high quality, cost-effective mail processing services.

*"The choice was simple. We wanted a secure solution that would enable us to process our registered mail without manual processes. Esker DeliveryWare corresponded perfectly to our needs: without any modification to existing systems, it enables us to send mail from our original document processing program to a production centre via the Internet. The mail is then printed, folded and put back into the postal system. All of this without any work on our part,"* declares Pascal Vercreuisse.

After a short trial period, Banque AGF progressively transferred its document flow to the Esker DeliveryWare and today delivers more than 12,000 letters each month, including registered mail, with Mail on Demand.

### Benefits/Future Improvements

In addition to automating business critical documents, Esker DeliveryWare offers Banque AGF a host of other benefits. Because Esker DeliveryWare is tightly integrated into the bank's CRM solution, each query made by an AGF customer service representative (bank statement reprint, bank draft) is

At Banque AGF, communication with our customers remains our primary concern. We must guarantee a high quality of customer service whilst maintaining stable business growth. Esker DeliveryWare addressed our registered mail problem by seamlessly integrating automated mail with our application. Used in conjunction with our CRM system, this solution more than answers our profitability requirements.

Pascal Vercruysse ■ Client Systems Manager ■ Banque AGF

dynamically linked to Esker DeliveryWare. The rep can easily search for a previously sent document in the archive, link to an accompanying letter and deliver it with Esker DeliveryWare.

Other benefits include:

- **Accelerated business cycles** due to faster business document delivery
- **Eliminated costs** associated with maintaining mailroom equipment such as printers, folding machines, and metering machines

- **Improved customer service** with better reactivity and more reliable communications
- **Seamless integration** for fast implementation without disrupting existing processes
- **Increased ROI in technology** investments by unlocking the potential of existing applications

For Pascal Vercruysse *"The benefits of automated mail for Banque AGF are numerous and we already foresee using this solution in many other areas of the business."*



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