

Customer Communication Management

Migrating customers
from paper-based
to electronic
communications

Financial Services

Ricoh's Customer Communication Management gradually migrates retail banks' customers from paper-based to electronic communications through personalised marketing campaigns. The service will facilitate better customer care, retention and acquisition, while reducing costs.



A new era of financial services



Today's climate of increased scrutiny, as a result of unrest in the financial services sector, means that regulatory compliance and security have never been more important for retail banks. Meanwhile customer expectations, particularly those of the tech-savvy Generation Y, are changing. Customers, particularly those from the younger generations, increasingly want to communicate with their bank in new and different ways.



Technology has a key role to play in this shift in expectations by delivering customer centric solutions that bring increased efficiency and productivity, and ultimately provide staff with more time to spend with the customer.



The Customer Communication Management service can address these challenges, leading to a reduction in operational costs, particularly those associated with customer acquisition and retention, whilst delivering higher levels of customer satisfaction.



78% of financial services business leaders say that technology makes their business more productive and plays an essential role in supporting new ideas*



57% of organisations in Europe do not have a fully developed and implemented strategy in place for managing their business-critical document processes**

Delivering more customer centric solutions will lead to:



Higher levels of customer care



Increased efficiency and productivity



Reduction in operational costs

* Economist Intelligence Unit. Humans and machines: The role of people in technology-driven organisations. Sponsored by Ricoh.

** E-Invoicing/E-Billing: The catalyst for AR/AP automation, Billentis. Sponsored by Ricoh.



Putting your customers back in the middle

Through a unique combination of consultancy and outsourcing, Ricoh's Customer Communication Management service empowers retail banks to gradually migrate their customers from existing paper-based communications to digital.

Ricoh assumes responsibility for all paper-based outputs from day one, before migrating retail banks' customers from inefficient, paper-based communications to electronic communications over a phased period. Customer retention is achieved at a significantly reduced cost.

Customers are increasingly demanding more detailed, flexible and relevant communications from their bank. Ricoh will develop and execute a targeted, personalised marketing campaign directed at customers to gather information and transition them from receiving costly paper-based communications to more relevant content in an electronic format. This will ultimately lead to improved reputation of banks as they learn more about the specific needs of their customers while significantly reducing their own costs. Customers will receive the right information, in the right format at the right time.

All data gathered and communications are available to the bank 24/7 in the secure Ricoh cloud. Our Level 3 data centres include multi-layer security and disaster recovery options, making it a highly secure and dependable environment to process and store confidential data.

Key Benefits

- Improve customer acquisition and retention
- Reducing the cost of communicating with customers
- Significant cost-savings over posted, paper-based communications
- Compliant audit trail
- CSR and green objectives met through reduction in paper-based communications

Customer Communication Management delivers real business advantage. Business risks are mitigated and customers receive a more targeted and personalised service. Ricoh's support improves business agility, and allows retail banks to reduce operational costs and retain customers.

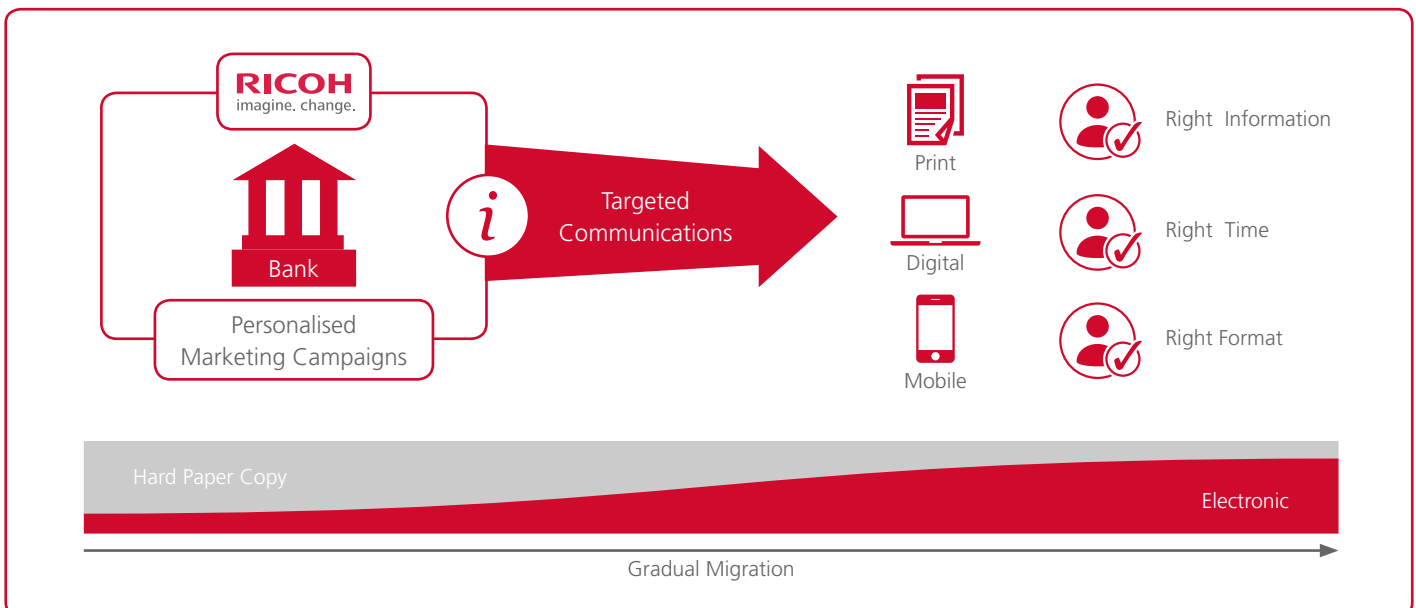


Figure1: Customer Communication Management workflow

Customer Communication Management helps banks to gradually migrate customers to digital communications.

About Ricoh

As a global company specialising in office imaging equipment, production print solutions, document management systems and IT services, Ricoh offers financial institutions true end-to-end solutions that can deliver efficiency gains and also cost efficiency.

Central to Ricoh's financial services offerings is streamlining information processes that can reduce time spent by staff on administrative tasks giving them more time with customers. These strategies enable an improvement in customer communication while ensuring total confidentiality and security of all information. See below an example of our work:

Case Study: Fortune Global 500 insurance company

Boosting customer satisfaction achieves significant cost savings

Documents are the lifeblood of the insurance industry. From promotional letters to application forms, policy documents, invoices and claim forms, each and every document has a legal implication. Ricoh's customer, a Fortune Global 500 insurance company, was keen to outsource some of these document intensive business processes.

A detailed consultancy engagement established the need for a two-phased approach. In the first phase, Ricoh provided a 'lift and shift' solution, ending the insurer's reliance on in-house services by moving production to Ricoh's own document centre. In the second phase, Ricoh developed the document processes, improving their efficiency and adding additional services.

Ricoh processes more than 60 million documents every year for the insurance company, and the solution has transformed the insurer's document processes, improving customer service levels and reducing costs. Automation improved the speed of production and the introduction of closed loop processes, which eliminated errors and provided a compliant page-level audit.

End-to-end service integration is delivering real business advantage. Business risks have been mitigated and customers are receiving a better service. Ricoh's support has improved business agility. With Ricoh ably managing mission critical document processes, the insurer is able focus internal resource on strategic development.

Key Benefits

- Enhanced customer satisfaction
- Compliant audit trail
- Significant cost savings
- Robust error-free process
- More accessible information

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