Aviva transforms customer communications with HP Exstream

"HP Exstream performs wonderfully on every level. It is saving us money, reducing our print output and improving the way in which we communicate with our customers."

—Graham Measures, communications manager, Aviva

Objective
Replace the company's legacy document management systems which were time consuming, costly and required special technical expertise to operate

Approach
Deployed a new HP Exstream customer communications solution at two of its UK divisions and is continuing to migrate legacy document

IT improvements
- Changing templates and documents can be done in hours rather than months because HP Exstream is not a burden on IT

- Using HP Exstream Interactive documents allows Aviva to be more responsive to customers because changes can be made in real-time

- Operating HP Exstream on the existing mainframe system enables Aviva to access its existing archive without investing huge sums

Business benefits
- Potential interactive delivery will make significant savings through the storage of real-time PDFs without needing to print and scan

- Personalising generic communications through transpromo opportunities allows Aviva to generate better response rates

- Introducing self-service online customer communications, enabled by HP Exstream, is further reducing printing and postal costs

Aviva is the UK's largest insurer and one of Europe's leading providers of life and general insurance. It provides around 43 million customers with insurance, savings and investment products under one powerful brand. Aviva is committed to serving customers well in order to build a stronger, sustainable business, which makes a positive contribution to society for which its people are proud to work.

Managing millions of documents

Across its divisions, the company generates millions of documents every month, including statements, policies, marketing material and much more. Previously, these documents were generated on diverse legacy mainframe systems. This process was complicated and time consuming.

"Even making simple changes like contact details or a signature was a complex procedure, taking potentially months to complete and requiring a lot of technical expertise," explains Graham Measures, communications manager in the Customer Documents Team at Aviva. "This was costing us time and money so we wanted to explore whether there was a more effective way to produce customer communications material."

Improving customer communications

Aviva was looking for a solution that could connect to the existing mainframe data while making it simple and intuitive to access and change this content. Whereas the previous system required dedicated IT staff to operate, the company needed a platform that would be much more user-friendly and accessible. It was introduced to HP Exstream and immediately realised its potential to transform the way in which it produces documents.

HP Exstream is a customer communication management solution proven to improve the customer experience and make customer interactions more profitable. Designed for enterprises that thrive on strong customer relationships, HP Exstream enables users to make the most of every customer interaction by creating insightful, impactful and real-time customer communications.

Aviva began by piloting the software in the Life Insurance group over a period of five months. The modernised document was an instant success prompting some customers to respond favourably.

"The pilot process showed us how easy and fast HP Exstream can be and the resulting document was clearer and easier to read," adds Measures. "We even had a number of customers write to us saying they found it a vast improvement on their previous statement. This encouraged us to roll out the solution across the wider business."

Faster, better and more cost-effective

HP Exstream now operates in a number of ways at Aviva. Its main application is in batch processing which produces close to 30 million documents annually across the General and Life Insurance businesses. This process is now quicker, more cost-effective and better quality. HP Exstream is also used to produce PDFs on demand in response to individual customer requests and in an interactive version for real-time, editable document production.

"HP Exstream is helping us remove printing from IT and accessible to the whole business. HP Exstream allows us to react quickly to the needs of our front line staff dealing with customers, we can respond more quickly and personally to our customers," continues Measures. "It is also allowing us to exploit transpromo opportunities by inserting customised messages in existing white space. Overall, it has transformed how we interact with our customers."

Real-time interactivity

HP Exstream Interactive is proving particularly valuable to its 2,000 users across the UK because it enables them to access existing templates in real-time, make relevant changes based on customer need and create a PDF that can be emailed or printed and sent to the customer. This capability simply didn't exist previously.

"Our General Insurance division uses the HP Exstream Interactive capability most intensively. This has replaced several word templates and gives us more control and options to deliver the completed communication," comments Measures. "We expect this to reduce our printing costs by 50 per cent as well as saving precious minutes in the creation of documents. In one pension admin area, we have identified how an interactive solution can save £285k per annum."

Moving communications online

Close to 45 per cent of all documents sent out by the General and Life Insurance divisions now come from the HP Exstream solution. This is gradually increasing as the company introduces more documents as and when they are needed. The aim is to eventually have every single template and document archived and accessible on HP Exstream. This is also playing a key role in persuading customers to switch to online communications.

"HP Exstream produces PDFs that customers can view online, which many more are choosing to do," says Measures. "And, of course, less paper usage equals lower costs and reducing our carbon footprint. Without HP Exstream we simply wouldn't be able to offer these online services so effectively."

With HP Exstream, Aviva has laid the foundation for a future-proof customer communication platform that delivers value across the entire business. It is reducing costs, improving quality and introducing flexibility while adding new functionality that enables Aviva to serve its customers best.

"HP Exstream is totally reliable and system failure is virtually unheard of," concludes Measures. "Its performance is second to none and that's why it is at the heart of our customer communications."

For more information

To read more about HP Exstream go to
hp.com/go/exstream