

Case study

Malakoff Médéric simplifies customer communications



HP Exstream enables integration with web applications and increases productivity

Industry

Financial Services

Objective

Malakoff Médéric wanted a standardized CCM solution to simplify internal document exchange, provide on-demand creation of PDF documents from the group's website and reduce management costs within two years

Approach

Conducted tests on various solutions from market leaders

IT matters

- Offers a unique communication platform for many types of applications
- Implements a center of excellence for sharing skills and developments
- Builds a simplified architecture for the management of mail and documents while minimizing specific developments
- Improves SLA adherence with fewer unexpected hardware outages

Business matters

- Improves the quality, consistency and presentation of documents
- Facilitates updates relating to regulatory changes, logo, legal notices and addresses



“Malakoff Médéric chose HP Exstream because of the many opportunities it presents. This customer communication management solution is capable of gathering information from various applications.”

– Gérard Delort, IT services manager, Malakoff Médéric Group



malakoff médéric

Scalable

In order to minimize costs, pensions company Malakoff Médéric wanted to reduce the number of templates it was using and letters it was mailing out. The company implemented the HP Exstream customer communication management (CCM) solution to streamline customer communication and document production processes and will now be able to provide current and future retirees with PDF documents on demand via the website.

Customer at a glance

Application

HP Exstream

Challenge

Standardized approach

Malakoff Médéric belongs to various French egalitarian social protection groups that have created software application "l'Usine Retraite" [Pensions Factory] designed for the management of processes in the supplementary pensions business line. The aim is for the groups to share a unique software application for these processes which is identically installed within the IT systems of all of these social protection organizations. The application enables the processing of large volumes of information and the automation of repetitive tasks.

Malakoff Médéric's document production project forms part of one of the building blocks of l'Usine Retraite, known as Allure [Allocataire Usine Retraite – Pensions Factory Beneficiary] the main concern of which is to pay beneficiaries' pensions. Target documents include, in particular, the Bulletin de Retraite Individualisé (BRI) [Personalized Pension Statement], which provides future beneficiaries with information regarding their situation and their rights at a given moment.

However, as the organization has three million customers and sends almost five million letters a year, it was essential to find a document production solution which would help save money while facilitating online access to documents for current and future retirees.

Solution

Reduced document templates

At Malakoff Médéric, various document production systems had been used without any real consistency for a number of years, for example for transferring data from applications to document composition solutions. In order to facilitate exchanges, simplify processes and standardize document production infrastructure, the group's IT department, Si2M, decided to implement a new tool that was simpler and more modern.

There are a number of objectives, including the use of a single, unique style guide for all communications issued by the various departments involved but the most important aim is to produce personalized documents on demand and make those into PDF documents available to beneficiaries via the group's website. In future, this will eliminate the need to send documents via post and email.

Malakoff Médéric chose HP Exstream for its open architecture and its ability to integrate with all of the company's applications. Installed on one of the company's servers, this document production solution will be capable of gathering information from various applications. To date, the group has implemented two HP Exstream applications.

The first is direct access via the group's website. The beneficiary selects the document they wish to print from the website and HP Exstream creates the document on the fly, adding the appropriate regulatory content and elements from the style guide: logos, signatures, text... directly in PDF format.

The second is intended for batch use. Information is collected via structured files from the group's various applications. In order to facilitate these exchanges, Si2M has created a standard flow which acts as an interface between these applications. All the data is collected in management services and formatted by HP Exstream. Furthermore, all batch-processed communications are sorted and grouped with past communications that have not yet been created with HP Exstream. These sorting and grouping processes comply with postal standards to allow a very rapid saving in terms of postage costs.

Benefits

Huge performance gains

Although, up to now, the various departments of Malakoff Médéric have worked in isolation, the HP Exstream solution will introduce a multi-department approach. The idea is to use a single, unique style guide and a new means of personalized consistent communication through documents.

"We want to move towards standardizing our methods," explains Gérard Delort, IT systems manager for the Malakoff Médéric Group. For example, changes to signatures, which previously took time to be implemented in all documents will be automated. This is a major advantage in relation to the corporate brand and image outside the group. Furthermore, in terms of logistics, there is an apparent standardization, particularly in relation to standard locations of information on the documents.

Ultimately, Malakoff Médéric will reduce the number of templates of letters and forms. And thanks to a move towards digitization, the group hopes to reduce its management costs within two years.

Learn more at
hp.com/go/exstream

Sign up for updates
hp.com/go/getupdated



Share with colleagues



Rate this document

