DEVELOP REAL-TIME DOCUMENTS TO DRIVE CUSTOMER ACQUISITION

The best time to resolve a customer inquiry is while they are in your office or on the telephone. The same is true with establishing a new customer relationship. Customer-focused organizations realize that their “hit rates” are higher if they can establish a new customer before a prospect leaves the office or hangs up the phone. And making it easier for customers to do business with you reduces the chances that they will “shop around.” Providing customer-facing employees, agents and brokers with the ability to produce customer documents in real time, onsite and in person, is a key component in driving customer acquisition.

Now you can create and deliver quotations, proposals, policy documents, new account applications or confirmations of transaction at the point of customer contact – with Group 1’s DCS Document Composition Service Solution.

INTRODUCING GROUP 1’S DCS SOLUTION

Our onsite document composition service is a scalable and resilient Web service deployment of Group 1’s document generation engine for real-time creation of variable content and customized documents in support of customer-facing applications.

It’s a Java 2 Enterprise Edition (J2EE) compliant, service-oriented architecture (SOA) platform designed to deliver on-demand documents through multiple channels including front and back-office applications, branch networks, customer support centers, the Web and email.

A RELIABLE PROCESS FOR FLEXIBLE OUTPUT

Group 1’s DCS Solution allows a Web client to submit application data directly to the Group 1 production engine running within it. Input and document data is transported via XML messages using a Simple Object Access Protocol (SOAP) framework.

The interface can include free-form text in a single text box, advanced RTF free-form (with XML data input), conditional logic selections and other variable data elements to drive dynamic document creation.
The resulting output data stream created is sent back to the requesting Web client and can be printed locally. This eliminates required creation of multiple templates and dramatically reduces reliance on IT support.

DESIGNED FOR RAPID RESULTS

Group 1’s intelligent CCM tools help enable the quick and easy creation of documents, from simple letters to full-color wealth management packages and other complex communications.

The DCS Solution provides both online and in-person communications in real-time using our proven composition solution to provide one of the most trusted and successful methods for acquiring and retaining customers.

Our unique document composition service supports both ad-hoc and centralized printing. It’s truly scalable and provides for all the operational demands of the numerous document delivery channels that exist.

IDEAL IMPLEMENTATIONS

Group 1’s DCS Solution is typically implemented to support and help enhance customer-facing business processes such as application forms, contract creation, product proposals and customer service reviews.

It can be deployed to branch offices, agent/broker offices, call centers, back office and Internet-based applications and end users.

Speed Customer Acquisition: In a competitive market, this solution gives you the ability to help enable form completion and contract signature processes to be completed in an automated fashion at the point of initial customer inquiry.

Reduce Costs: By reducing the need to stock preprinted forms, this solution can help create all the required documentation including all standard terms and conditions at the point of customer contact, allowing the material to be kept up to date and removing the inventory costs associated with managing stock and destroying out of date materials.

>> Critical document changes – from regulatory updates to terms and conditions – to be managed centrally and distributed automatically to all relevant documents

>> A single source for both one-off and high-volume batch outputs

>> Maintenance of secure, pre-approved templates to prevent unauthorized changes to core data elements

Retain Centralized Control of Customer-Facing Documents: This solution allows for:

>> Immediate roll-out of new documents to all customer-facing areas

>> Protection of brand image by controlling the style and content of documents

>> Seamless addition of other business processes, such as data validation, document archiving and postal pre-sortation

SUCCESS STORY

IMPROVING POLICYHOLDER COMMUNICATIONS AND AGENT PRODUCTIVITY

A regional P&C Insurer is using the DCS Solution to assist agents with online, on-demand creation and generation of insurance applications. It selected the Group 1 solution because of its ease of use – which allows agents and front-office personnel to be productive quickly – as well as its ability to generate documents in real time, so business can be bound on the spot. The company enjoyed the following benefits:

> Improved customer service and time to market. This insurer is impressed with the speed in which it can design documents and how fast the production engine creates the finished product. The company is now looking at every department to study how they are creating documents to determine whether it makes sense to streamline those processes using the Group 1 solution.

> Saving time and money. For additional productivity improvements, this insurer plans to take advantage of the Group 1 document composition design environment to transfer the responsibility for creation of insurance documents to its administrative staff. The company also enables agents to view documents online and print them locally, resulting in projected savings in warehousing, printing, paper and postage costs.

For more information on Group 1’s DCS Solution call 1-888-413-6763 or visit us at www.g1.com

Pitney Bowes is a leader in end-to-end integrated mail solutions. Our leading-edge hardware, software and services can help you grow revenue, cut costs and strengthen customer loyalty, to drive your long-term profitability.

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