

CASE STUDY

Dutch Bank Staalbankiers

STAALBANKIERS SAW THAT PROVIDING CUSTOMERS ACCESS TO THEIR STATEMENTS OVER THE WEB WOULD IMPROVE CUSTOMER SERVICE AS WELL AS FUEL THEIR GROWTH.

DUTCH BANK STAALBANKIERS GAINS SIGNIFICANT RETURN ON INVESTMENT USING PITNEY BOWES BUSINESS INSIGHT'S DOC1® AND E2™ SOLUTIONS.



Challenge

Dutch Bank Staalbankiers wanted a solution that allowed them to provide customers with access to their statements over the Web in a cost-effective manner.

Solution

Utilizing Pitney Bowes Business Insight solutions, Dutch Bank Staalbankiers improved customer service and increased their opportunity to cross-sell and up-sell new products and services.

SUMMARY

Background

Dutch Bank Staalbankiers is a division of the Achmea Group, one of the largest financial service providers in the Benelux. This relatively small but dedicated retail bank prides itself on delivering a personal service to its clients, treating them as individuals—not as numbers.

Utilization

Staalbankiers uses Pitney Bowes Business Insight's DOC1® solution to design, generate and print customer-focused statements. With DOC1, Staalbankiers combines fonts, full-color images and variable data to create high-impact personalized communications. DOC1 is composed of modules to manage every aspect of a company's critical business documents, from data acquisition and content creation through multi-channel delivery and web-based customer care.

Relationship management is what sets Staalbankiers apart from large banks. Staalbankiers saw that providing customers access to their statements over the Web would improve customer service as well as fuel their growth. After evaluating other vendors, Staalbankiers chose Pitney Bowes Business Insight's e2 Vault®, e2 Service® and e2 Present® for its customer service and online presentment applications.

Two factors drove their decision:

1. Time to market. Staalbankiers needed to deploy web presentment as quickly and simply as possible, with minimal interference to the daily running of the company.

2. e2 Vault's tiered pricing structure. Unlike many software and service offerings, Staalbankiers pays a one-time license fee based on the number of documents ingested into the repository each month, but pays no additional fees for user access.

e2 Vault provides high-speed search, retrieval and delivery of both web and printed documents. The technology enables real-time indexing, compression, storage and retrieval of high-resolution business documents, regardless of age or size. e2 Present enables customers to view documents via the company's web site; e2 Service enables account managers to view customer documents while on the phone with the client.

USING E2 VAULT®, STAALBANKIERS HAS ALSO IMPROVED CUSTOMER SERVICE WITH INCREASED FIRST-CALL CLOSURES, SHORTER WAITING TIMES, AND FASTER RESOLUTION.

RESULT

Implementation

The first phase of implementation focused on providing a flexible and up-to-date repository of past statements for Staalbankiers' account managers. The documents are stored in their original format, which guarantees Staalbankiers' employees view an exact replica of the document the customer received, enabling them to answer inquiries faster and more efficiently. e2 Vault retrieves and renders the documents in less than one second, and this performance doesn't degrade as the size of the repository grows.

The second phase was to provide Staalbankiers clients with online access to multiple years of statements and other correspondence.

e2 Vault enables the customers to view documents in their preferred format and select PDF for downloading and local printing. Each month, Staalbankiers notifies its clients via email, advising that a new statement is available for viewing online. Customers can then view their documents (old or new) at their leisure. When they do, a secure connection is built, offering clients the option of performing financial transactions over the Internet.

Benefits

Staalbankiers prints and mails approximately 700,000 documents annually at a cost of around \$1 each. If 10% (a conservative estimate) of this total were sent digitally, Staalbankiers would save \$100,000. The investment in e2 Vault would be paid back within a year. In addition, by having more customers visit its web site, Staalbankiers increases its opportunities to cross-sell and up-sell new products and services to its customers. Because banks make a profit on interest income and through commission on transactions, the latter increased revenue can be directly influenced as a direct result of e2 Vault. Using e2 Vault, Staalbankiers has also improved customer service with increased first-call closures, shorter waiting times, and faster resolution.

The principal results are:

- Account managers can answer inquiries faster and more professionally on the first call
- By migrating customers away from paper-based statements,
- Staalbankiers anticipates substantial savings in print and mail costs
- Electronic communication makes cross-selling and up-selling via the web site more likely

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