

they took advantage of the document management system to update their entire invoice approval process and to depict their internal control system in the software, thereby eliminating any loopholes.



“Our previous analog method of handling documents used to take up a large portion of our workday. With the new system we are saving half of the time and money we used to spend – year after year”,

Summary

according to Manfred Voit, Chief Financial Officer and Treasurer of ADAC Berlin-Brandenburg e.V.

Now the employees are spending a greater portion of their time on their real jobs: supporting their members, marketing to new target groups, and expansion of their service portfolio. ■

INTERNATIONAL LIFE: DMS GENERATES COMPETITIVE ADVANTAGES AND IMPROVES CUSTOMER SATISFACTION

International Life General Insurance S.A. was founded in 1984 and is one of Greece’s leading insurance and financial groups in terms of innovation and technology. The firm’s strategic objectives are characterized by its comprehensive customer service and innovative products.

*About
International Life*

The idea behind the new Enterprise Content Management system is to capitalize on the firm’s customer orientation as a way to expand its leading position in the market. The main elements include optimized service without time-consuming procedures, shorter query times when accessing customer records, lower physical storage requirements, and utilization of transparent business processes.

*Challenge
and solution*

International Life was able to seamlessly integrate a DMS solution into its existing application without even having to change the user interface. The installed solution automatically collects and classifies incoming documents according to their category or customer name,

for example. These documents are then independently added to the ECM system. Furthermore, the existing cache database form is used to search for and retrieve documents so users continuously receive automated messages about incoming documents.

Summary ***“The ECM system’s high level of integration has given us the ability to take full advantage of the latest DMS infrastructure. It’s worked out really well, with minimal costs for reorganization and training, and tremendously improved customer service.”***



Thanassis Makropoulos, IT Director at International Life

With the launching of the ECM system, more than 210,000 documents can now be processed each year, corresponding to 1250 search queries per week. While the solution was initially focused on the automobile insurance business segment, the company is now considering launching it throughout the entire organization. This would allow them to efficiently process more than 2 million documents every year.

The speed with which document-based information can now be retrieved has resulted in noticeable short-term progress at International Life and productivity has quickly improved while maintaining the same number of employees. The company even has more office space because physical records can be stored in a separate location.

Finally, customer service representatives now spend half as much time on the telephone, which reduces telephone charges. In sum, customers are served faster and inquiries resolved sooner, regardless of whether the responsible person is directly available or not. ■