

CASE STUDY:

PROVIDING RSA WITH A ROBUST AND FLEXIBLE OUTPUT MANAGEMENT SYSTEM

THE CHALLENGE

RSA had a number of different business applications running on separate system clusters. To streamline the process, RSA needed to consolidate their general insurance systems onto new application platforms. At the same time, they were looking to introduce multi-channel output delivery capability and centralised printing for the print output channel.

THE SOLUTION

Using a combination of RSA in-house developed systems and Sefas Harmonie Communication Suite products, an Output Solution was delivered to process documents from the New Claims Business system.

This first phase enabled multi-channel communications with customers (via print, fax, email and SMS).

The second phase enhanced the infrastructure, increasing the range of claims documents processed and incorporating documents from RSA's new General Insurance Business system. It also includes a Mailsort capability for the centrally printed documents.





RSA IS THE UK'S LARGEST PROPERTY INSURER, IN ADDITION TO ONE OF THE LARGEST LIABILITY AND MOTOR INSURERS. FOLLOWING THE MERGER OF ROYAL INSURANCE AND SUN ALLIANCE, THE TWO LARGEST INSURANCE COMPANIES, THE BRAND IS NOW KNOWN AS RSA WITH A NEW CORPORATE BRAND.

**CUSTOMER
BACKGROUND**

THE BENEFITS

RSA is continually striving for process improvement and cost reduction through efficiency savings. This solution enables RSA to effectively integrate other insurance systems into their Output Solutions Infrastructure supporting multi-channel output delivery.

RSA also benefit from postal Mailsort savings through integration of Harmonie Communication Suite and CACI's Anadata software.

"The solution has provided RSA with a robust and flexible Outputs Management system. It is an excellent example of co-operative working between three parties - Sefas, Accenture and RSA and is a testimony to the quality people that each of the three groups brought to the project."

Mark Von Bargaen, IT Consultant, RSA.

DISCOVER MORE WITH SEFAS

Sefas, a Messagepoint company, helps organisations produce personalised, omni-channel customer communications that enhance customer experiences. From document composition to production management and digital delivery, SEFAS solutions enable organisations manage customer communications across print and digital channels. Visit us at www.sefas.com to learn more.

Messagepoint is a leading provider of customer communications management software. Only Messagepoint harnesses AI-powered Content Intelligence to automate and simplify the process of migrating, optimizing, authoring and managing complex customer communications for non-technical (business) users. Customers rely on its award-winning platform to consistently deliver exceptional, highly personalized customer communications across all platforms and channels. For more, visit www.messagepoint.com.

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