

# SEFAS



## Case Study: NatWest Group.

## Key takeaways.

- Sefas has worked with NatWest for over 15 years on continuous improvement projects focused on customer communication.
- Initial focus on re-engineering credit card statements.
- Supported the bank's customer communication portal.
- Harmonization of the bank's 4 brand statements – making them available online and accessible for the visually impaired.
- Ongoing program of replacing the bank's interactive correspondence.
- Using Sefas's CCM software, NatWest is now exploring omni-channel communication options and the rationalization of their existing composition tools.

## Customer profile.

NatWest Banking Group is one of the UK's leading banking and financial services group serving around 19 million customers in the UK and providing banking support to around 1 in 4 UK businesses. NatWest has an established presence on high street through well-known customer facing brands including Royal Bank of Scotland, NatWest, Ulster Bank, Coutts, and Lombard. As well as printing millions of statements for customers, it is also focused on sustainability through a paperless program that includes customer statements.

In 2008 the bank selected Sefas to support improvements in their customer communication processes and to deliver a better customer experience to their customers. Since the success of the initial project, Sefas has worked with NatWest on a number of other initiatives to enable digital transformation, accessibility of statements to the visually impaired, and to improve responsiveness to customer queries. As a result, the bank now has a more flexible Customer Communications Management (CCM) platform, has been able to streamline customer journeys and has benefited from significant cost savings.

NatWest Group has worked with Sefas for over 15 years and Karen Clark, Head of Document Services stated, *"The Sefas HCS platform has provided NatWest with the capability to deliver high volume correspondence in both digital and paper output".* This has enabled significant cost and climate savings.



## The challenge.

NatWest has millions of customers in the UK, both residential and commercial. An essential component of its customer excellence initiatives is the customer communication process – how the bank safely shares personalized information with their customers in a timely manner and through the customer’s preferred channel. The bank understood that customer communications were intrinsic to smoothing customer journeys and improving the customer experience.

The bank had a plethora of disparate composition tools across its business and sought a CCM partner that it could rely on and trust to start consolidating all of these systems. NatWest recognized that having so many composition tools was expensive, inefficient and meant that their IT resource was having to be knowledgeable in a wide range of technology rather than specializing in just one or two. The bank recognized that this would be a long-term journey and felt that Sefas’s capabilities, stability and reliability (of both staff and technology) was best suited to join them as their preferred CCM partner.

In the early years of our relationship, the bank recognized the need for scalable and robust systems to service its customers efficiently and cost-effectively. Enterprise-scale solutions can be expensive to acquire, implement, support, and maintain not just in terms of financial fees, but also ensuring that the necessary skills and resources are available within the organization.

NatWest group has acknowledged Sefas’s role in helping to deliver true value and in supporting some of their key corporate goals. Karen Clark, Head of Document Services, NatWest Group stated *“Sefas has provided NatWest with the ability to enable significant cost and climate savings”* in line with their corporate goals.



## The benefits.

With proven capabilities developed over 25 years of shaping the CCM landscape, Sefas was able to provide not only better technology to meet NatWest’s needs, but also the in-house resources, knowledge and experience to make the transition to a new CCM provider as painless as possible.

Sefas has worked with NatWest to ensure that the migration has been completed quickly and smoothly, thus optimizing the ROI and minimizing any risk.

Sefas solutions have enabled NatWest to achieve a timely migration from its mainframe legacy software with marginal risk to business activity. Sefas was also able to propose more flexible commercial arrangements to ensure that NatWest could achieve its customer service objectives, and realize ROI within a satisfactory timescale.

NatWest Group now has a cost-effective, future-proofed enterprise platform for print, as well as omnichannel capabilities that will enable it to transition further applications to the solution, saving further time, cost and resources in the future.

## 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](http://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 information, visit [www.messagepoint.com](http://www.messagepoint.com).

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