

Large Insurance Provider Outsources 60+ Million Packages Annually to Broadridge



When a large insurance company decided to close its printand-mail facility, the company chose Broadridge to produce 60+ million packages per year, comprised of 400+ million images. Broadridge produces and mails property, casualty and life insurance communications on a daily basis on behalf of the company, including policies, letters, confirms, statements, checks, contracts, regulatory pieces, and corporate communications.

THE CHALLENGE

The company needed to address the following issues:

- Evolve customer communications to meet changing on and off-line behaviors and to grow revenue
- Take advantage of new technologies without major capital investment
- Reduce operating and postal expenses
- Be ready for new rules and regulations

Key assessment criteria were:

- Experience with large conversions
- Ability to save money on postage immediately
- Secure document production
- Innovation, particularly the focus on engineering custom solutions
- Shared vision for the future of the relationship

THE SOLUTION

To minimize the timeline and risk associated with converting applications from in-house production, the client moved its production operations into Broadridge's facilities with the least amount of change possible (e.g., maintaining the same statement look and feel). This allowed the two organizations to plan for a later conversion to more sophisticated high-volume, full-color print and digital solutions.

Because the client had been running its own operation for several years based on institutional knowledge, some processes weren't adequately documented for outsourcing. Broadridge bridged the gap, producing 925 requirements documents totaling more than 5,000 pages for the project, which involved 3,900 applications. This documentation was completed in four waves over 6 months.

A large insurance company chose Broadridge to produce more than 60 million packages annually, including policies, letters, confirms, statements, checks, contracts, regulatory pieces, and more.

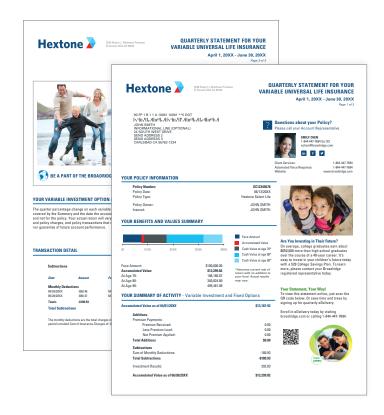
CASE STUDY: CUSTOMER COMMUNICATIONS

Some application-specific equipment was moved with the work. Equipment in production at the insurance company's facility was de-installed, moved, and re-installed at Broadridge over the weekend and made production-ready by 6 a.m. the following Monday.

Approximately 575 client acceptance tests were conducted onsite in a side-by-side comparison with the client's production output. More than 75 percent of the tests were repeated for production acceptance testing by the client once the production went live.

THE RESULT

The two organizations agreed on an aggressive closure goal, which Broadridge exceeded. The client is enjoying Broadridge's award-winning production facilities and quality programs.



Broadridge, a global fintech leader with over \$9 billion* in market capitalization, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth. *As of November 2017

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