

Royal & Sun Alliance (RSA) working with Mail Metrics



Partners

RSA Insurance provides a range of general insurance products across the UK & Ireland. Mail Metrics provide customer communication solutions that transform how companies communicate and engage with their customers by providing one solution for all postal and digital communications.



Challenge

RSA Insurance faced some key challenges in their back office processing and customer communications, specifically:


- EOL equipment and restrictive legacy systems e.g. AS400 mainframe system.
- Regulatory & Compliance issues around policyholder documentation.
- Significant volume of inbound and outbound documentation, emails, correspondence across multiple locations.
- Highly manual processing of documentation with no unifying system to connect customer communications.
- 100% paper based and struggled with moving to digital.

Outcome

Mail Metrics presented RSA with the most relevant, flexible and competitive proposal in line with RSA's objectives. This project was a large undertaking involving moving from an in-house model with 3 geographic locations with various operating models / processes.

Mail Metrics managed the transformation programme with RSA providing a full end to end outsourced solution for the print and mail of all insurance renewals, claims and other sensitive documentation.

Mail Metrics were also appointed to manage all inbound mail to provide RSA with a paperless office, and Mail Metrics became the 'engine' of RSA's customer communication strategy



Benefits

RSA & Mail Metrics worked together to automate and digitise back-office processing of customer communications with significant benefits, including:

- Full track & Trace of all documentation.
- 10 FTE reduction.
- 99.85% SLA compliance rate across all documents.
- 40% reduction in postal costs.
- Ongoing migration from paper to digital delivering better policyholder experience and reduced operational costs.
- Quick project delivery - Phase 1 "lift and shift" was completed in 12 weeks.
- RSA are now leveraging the existing MM infrastructure that's in place to use more of the digital comms channels.
- Happy Customers.

cost reduction



Customer View

"From the outset, the planning and management of the programme was of a high standard and Nick and his team demonstrated great flexibility in their approach to working with RSA.

It can be said that while complex, from an internal customer point of view, the transition was smooth and the hands-on, resolution-focused commitment to delivery from Mail Metrics can only be commended."

Joanna Clancy,
Head of Procurement, RSA

