

/ \$140k

Annual cost savings to date

## A Vision for the Future

### Insurance Leader Taps Canon Business Process Services' Expertise and Leadership in Business Process Imaging to Drive Higher Performance



A leader in insurance, retirement and investment products provides financial security and protection to credit unions and their members worldwide. Backed by an industry track record spanning more than 75 years, the insurance company is focused on being a trusted business partner that delivers quality service through its products and market-driven insight. The company wanted a partner to help it support this commitment by realizing its vision of leveraging technology, performance management and automation to achieve significant improvements in the business process imaging activities that support many of its critical documents. It found that partner in Canon Business Process Services.

#### THE CHALLENGE

The insurance company was working with a service provider that was scanning, indexing and coding documents including claims and customer correspondence. The service provider was meeting some of the service level agreements (SLAs) specified in the contract, however, the insurance company believed that the provider lacked a clear vision on how to use technology and automation to take it to a higher level in efficiency and cost-effectiveness. Parts of the document conversion processes were automated, but some key elements were missing.

One of these elements was a comprehensive performance management system that could provide insights and critical data in near real time, drive continuous improvement and measure the extent to which the outsourcing provider was meeting its SLAs. The service provider produced little more than basic Excel spreadsheets that tracked document processing volumes but provided little additional insight.

The insurance company reached out to Canon Business Process Services based on Canon's experience and leadership in business process imaging. Through conversations with Canon executives, the insurance company learned two important facts about Canon. One was that Canon offered deep expertise in records management and document imaging solutions.

The other fact moved the conversation to a higher level. Canon could manage the insurance company's entire document intake processes using advanced Six Sigma-based methodologies and technology to drive continuous process improvement. This included creating a Digital Intake Center to process mail and imaging. This center would include the type of process monitoring and performance management the insurance company envisioned. Canon's approach enables clients to systematically measure, benchmark and drive continuous improvement in outsourced document imaging processes. Based on these and other capabilities that Canon brought to the table, the insurance leader contracted with Canon to streamline its imaging operation and help drive future success.

# Canon's solution helped the insurance leader achieve its business process imaging activities as well as monitor performance against key service level agreements.

## THE RESULT

- + Creation of a clear roadmap for leveraging automation and advanced document management solutions to enable the insurance company to realize its vision of operational excellence in business process imaging
- + A performance management system that tracks volume and performance against SLAs for numerous insurance documents in near real time
- + Canon retained 80 percent of the insurance company's existing team
- + Cost savings of \$140,000 annually to date due to increased operational efficiencies and reduction in labor costs by moving some of the indexing activities to Canon's offshore business processing center

## THE SOLUTION

Canon began implementing a four-phase plan designed to take the insurance company's mail and document imaging processes from its current state to a desired future state. The plan detailed the resources required by the insurance company and Canon, the potential return on investment of each phase and the time it would take to transition to the next phase. The roadmap clarified exactly how Canon was going to implement the insurance company's vision for the future via a Digital Intake Center. In phase one, Canon assumed management of staff and operations for receiving, prepping, imaging and coding time-sensitive insurance documents and entering them into the insurance company's business process workflow by consolidating mail and imaging operations. Canon collects, sorts and preps the mail before scanning and indexing about 31,000 pages a day, totaling more than 11 million images annually.

In phases two, three and four, Canon is addressing the need to reduce costs while maintaining or increasing efficiency. This includes moving some of the document imaging activities to Canon's business processing centers in the U.S. and the Philippines. About 40 percent of the indexing and coding activities are now handled in the Philippines center, while the U.S.-based centers manage special projects that include receiving and processing paper documents and uploading them into the insurance company's content management system.

The final phases of the plan also include implementing a fully automated system for the imaging processes. This will help the insurance company to evolve from manual data entry to an automated process for extracting and digitizing data from the paper-based documents and entering the information into the company's systems for downstream processing.

The final critical element of the plan was for Canon to implement the performance management system that, for years, the insurance company wanted but lacked. During the first few weeks of their relationship, Canon worked with a team from the insurance company to understand and define requirements for each SLA. Then Canon put systems in place to collect data necessary to measure the SLAs. Within six weeks the insurance company had performance tracking capabilities that include an interactive dashboard that tracks key SLAs. One example of an SLA: On the day a document such as an insurance claim is received, it must be scanned and uploaded into the insurance company's systems by 5 PM. In addition to tracking SLAs for individual documents, the Canon and client teams can view "rollup" volume and performance data for all documents on a rolling seven-day or five-week basis. How "near real time" is the reporting system? For documents processed on any given day, the volume and performance data is available for review in the interactive dashboard by 8 AM the following morning.

1-888-623-2668

## Advancing Business Performance to a Higher Level

Canon Business Process Services, a wholly owned subsidiary of Canon U.S.A., offers managed services and technology for information and document management, business process outsourcing and specialty workforce services. We help clients improve operational performance while reducing cost and risk. Canon Business Process Services has been named a Global Outsourcing 100 Leader by IAOP for the past eleven years and recognized in the Gartner Magic Quadrant for Managed Print and Content Services for five consecutive years. We have also been acknowledged by CIOReview magazine as a "20 Most Promising Legal Technology Solution Provider." Learn more at [cbps.canon.com](http://cbps.canon.com) and follow us on Twitter @CanonBPO.