



DATAMARK

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A Digital Mailroom Case Study:
Major U.S. Insurance Company
Struggles with Rapid Growth.

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How do you help a major U.S. insurance company handle rapid growth and the strains it puts on its infrastructure? While growth is a sign that your company is doing well, the situation demands attention before it overwhelms your company. Keep reading to learn how DATAMARK quickly resolves growing pains for a large U.S. insurance company client.

Background

A large U.S. property and casualty insurance company is growing rapidly and has a successful business model. Their revenues are growing nearly 40 percent per year. As numerous new policyholders increase the size of their business book, they must ensure that their document management infrastructure can handle the load. This is especially important in the mailroom, the entry point for the organization's critical business documents.

Challenge

This U.S. insurance company challenges Datamark to deliver a strategy for future business process outsourcing and handling the critical documentation that arrives through their mailroom. Company executives realize that to support their growing size and maintain focus on their core business model. They would be better off outsourcing the organization of their mailroom, paper documents, and related business processes.



Solution

DATAMARK experts conduct a business process analysis of the client's mailroom over two days. The business engineering team documents the workflow using their Business Process Management System (BPMS). Lean Six Sigma and other methodologies are applied to identify and remove redundant steps. DATAMARK's experts also work with the client to understand the pain points in the process.

The team identifies four critical aspects of the mailroom workflow that reflect characteristics of a smaller organization with lower business volume. First, the current workflow consists of paper-based processes such as manually sorting, opening, and distributing mail. Second, the steps were repeated in many cases as documents were re-sorted, re-distributed, and scanned within each department. Third, observing and imaging documents happen at the end of the workflow, which is counter to the foundational element of the digital mailroom. Fourth, all mail workflows are conducted within each department of the organization rather than in a centralized mailroom. The solution becomes clear to DATAMARK experts: this client is the ideal candidate for transforming into a modern, more efficient digital mailroom.

The DATAMARK business engineering team returns within two weeks with a proposed solution. They suggest transforming the client's outdated paper-based mailroom into a highly efficient, cost-saving, centralized digital one. Another alternative solution is outsourcing the mail operations off-site to gain additional benefits such as higher cost savings and reclaimed facility space.



Results

The client considers DATAMARK's recommendations and high expertise in mailroom operations. They decide to implement the new digital mailroom processes. The new process results in the following improvements to their business process workflow including:

- Scanning and imaging of documents at the beginning of the workflow
- Rapid and secure check-in and check-out of documents
- End-to end tracking of documents, revisions and process steps
- Improved document tracking and security
- Faster turnaround time for customers

Moving forward, the relationship between the client and DATAMARK opens the doors for success in the client's mailroom operations. This client can also rely on DATAMARK for expertise in other business processes, including data capture, claims processing, and customer contact centers.





About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading mid-sized Contact Center and Business Process Outsourcing (BPO) company headquartered in El Paso, Texas. Small enough to care, yet big enough to serve the world's leading brands, DATAMARK serves large enterprises and government agencies from its delivery centers located in the U.S., Mexico, and India. DATAMARK offers a wide range of CX and BPO services, including omni-channel, multilingual contact center services, document lifecycle management, loyalty program management, and finance & accounting outsourcing.

To learn more about how outsourced solutions can improve your organization's contact center and back-office operations, contact us at: [877.667.2151](tel:877.667.2151) or email hello@datamark.net.

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