



AT A GLANCE

Client

The Nordea Group is the largest finance enterprise in the Nordics. Nordea Liv is a division within Nordea and Norway's third-largest pension provider. Nordea Liv employs over 200 people and provides a wide range of insurance-related services to over 200,000 customers.

Challenge

To meet market requirements and get total control of document management, Nordea Liv had to more efficiently manage all document processing and output. The company also wanted to improve customer service by delivering consistent, personalized documents—regardless of file format.

Solution

Solution-provider assessments revealed that StreamServe Enterprise Document Presentment (EDP) was the best choice for fulfilling the requirements. In just three months, the new solution was running—without requiring complicated changes to the existing IT environment.

Result

Thanks to StreamServe, Nordea Liv found a solution for optimal production printing control and for enhancing customers' experiences. Millions of documents are distributed annually, and the transfer from paper-based distribution to electronic distribution resulted in huge savings when it comes to printing and postage costs.

Nordea Liv brings document management to a new level

The Nordea Group is the largest finance enterprise in the Nordics. Nordea Liv is a division within Nordea and the third-largest actor operating on Norway's private pension market. Its history goes back to 1844, and its present structure is a result of a merger in 2002.

Nordea Liv has about 20,000 business and 200,000 private customers; about 200 employees serve all of them. The company provides a variety of life and pension insurance policies to organizations and to customers; its product portfolio includes traditional products and Unit Link where savings can be moved free of cost between 80 funds.

Competitive move

In general, the increasingly commoditized nature of financial services means that customers seldom hesitate to go elsewhere if they see a better deal. So products and services that help make customers more loyal are viewed as business critical, e.g., improved information with personalized correspondence providing information and offers tied directly to the needs of the customer.

Besides developing new, top-quality products, Nordea Liv focuses on Internet-based communication solutions to raise its service levels. In 2004, Nordea Liv decided to improve document management, which was necessary for staying competitive. This would be achieved by investing in a new solution for distribution—followed by CRM, archiving, and distribution systems integration.

Too many printing solutions

A key part of the process was to transfer most of Nordea Liv's documents from traditional paper-based distribution to electronic distribution. So getting control of document management was a critical success factor.

Historically, Nordea Liv had printers for all its divisions (e.g., the savings and pension divisions) while mainframe systems controlled the printers.



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Bård Bjerkestrand,
CTO at Nordea Liv

“To be honest, it was a big mess,” says Bård Bjerkestrand, CTO at Nordea Liv, “and everything was printed in its own specific format. The only common element was the Nordea logo. And this all went straight to customers—resulting in a garbled image of Nordea Liv and negative feedback.”

Best offer on the market

After searching the market, Nordea Liv chose StreamServe and its Enterprise Document Presentment (EDP) solution, because it was the most suitable electronic tool the market had to offer. The most difficult part of the process was to then determine which documents would remain, and establish what they would look like.

“We created a common graphic profile and reduced the number of varying documents in circulation from 200 to about 50,” says Bjerkestrand.

Once this was done, the implementation of StreamServe took no more than three months, enabling Nordea Liv to quickly enhance the experience they delivered to their customers. The reason for this unusual short process? Nordea Liv could keep the system that contained all data.

Improved design

Today, 80% of the millions of documents distributed annually by Nordea Liv are now transmitted electronically. Nordea Liv and its customers can enjoy nicely designed, homogenous documents that present a unified image of the company. StreamServe manages a wide range of file formats, and document headings are graphically aligned with the design on the web—ensuring the same layout basics, independent of format.

“What’s more, we can now include graphics that contain key data such as pie or bar charts,” says Bjerkestrand. “Our customers really appreciate this, and so do our employees, who are proud to present more attractive documents.”

Personalized documents

It’s also possible to make documents more personal and to link them to various customer offers. Nordea Liv’s CRM system is integrated with StreamServe, and after this system produces segmentation analysis of the target group, it’s easy to personalize the information that’s delivered to target populations with StreamServe.

StreamServe is also integrated with the archiving system. Because all documents now have the same look and feel, it’s easier for employees to find the right documents and thus provide better service.

On the whole, StreamServe has thoroughly improved the service provided to Nordea Liv’s customers—improvements that will continue. Going forward, Nordea Liv plans to further take advantage of StreamServe by including more Mail/SMS functions, so that customers can be notified whenever new electronic information/documents become available.

