Case Study | Content Composer

ASR

The board of directors at ASR decided the company needed to cut costs, improve customer communications and extend online content access to employees and customers. The existing customer communications and enterprise content management system was at the end of its lifecycle and would be costly to upgrade, so they began searching for a process and content management provider to replace it.

Challenge

The board of directors at ASR decided they needed to cut costs, improve customer communications, and extend online content access to employees and customers. ASR's existing costumer communications system was at the end of its lifecycle and would be costly to upgrade, so they began searching for a replacement. They chose Content Composer. Marcel Brandsen, ECM domain architect at ASR, explains this choice. "We weren't looking for a tool. We were looking for a solution," he says. "We sat around the table with a professional organization that came up with the right solutions for us."

Solution

ASR's constant communications with its 2 million customers generate massive amounts of documents that flow throughout the organization. Every document sent out begins a new process or is the next step in an existing one. A key goal in the Content Composer project was to connect employees to the exact content they need, within the context of their specific business process. "We set up a complete architecture throughout the organization to ensure that the right content is available for our employees within various business applications and processes," Brandsen says.

Faster processing of 2 million documents a month

Today, incoming mail is scanned, classified and automatically channeled into the right workflow. Digital content, such as email and electronic forms, is routed in a similar way. Once the content is processed, a confirmation is frequently sent to the customer and a copy archived in an electronic repository. "Each month, some 2 million documents come in, and if something goes wrong, lots of people become idle," Brandsen says. "To prevent this, ASR ensures that the customer communications environment is flexible, scalable, solid and constantly able to improve processes."

CUSTOMER
ASR

LOCATION
Utrecht, The Netherlands

SIZE
2 million customers

PRODUCTS IN USE:
Content Composer
Perceptive Content
Retention Policy Manager
Perceptive eForms

FOCUS
Medical care and image management

Content Composer
by Hyland

Seamless integration improves personnel management

ASR implemented Content Composer and its content services solution gradually. The complete project involved the migration of 300 million existing digital documents and the saving of tens of thousands of documents produced and received daily.

The first step was to convert and re-index existing digital archives for each business unit, to make them easier to find and create an infrastructure that is easier to maintain. For instance, ASR's real estate division can now retrieve documents directly from their SAP application. In the human resources department, digital personnel files were migrated, enabling HR employees to locate and view the files online from within their SAP HCM application. The solution's Records and Information Management functionality will automatically purge outdated documents, as required by Dutch legislation.

Results

Enhancing customer service

One of the driving factors in ASR's selection of of Content Composer was improving customer communications. In addition to sending incoming mail through electronic workflow, ASR will use Content Composer solutions to enhance its "My ASR" online portal, enabling customers to access and interact with uniform pension statements and other content. "With Content Composer's extensive functionality, ASR should be even more successful in providing 360-degree visibility to customers," Brandsen says.

Enterprise-wide expansion

Brandsen expects that the entire ASR organization—more than 4,500 employees who handle hundreds of processes—will use Content Composer. The initial implementation went smoothly, and Brandsen received requests from ASR employees who saw the potential of the Content Composer and Hyland's content services platform and want to use it in different ways in their departments. "Following implementation, the digital documents are not only indexed better, but can be used to support workflow and will be linked to various business applications," Brandsen says. "This enables ASR to provide better value to our customers."

ASR chose Content Composer and Hyland's content services solutions to provide greater process and content management functionality and a lower total cost of ownership than the company's previous ECM system, due to reduced maintenance costs and ease of expansion.

"Within two years, we will have recovered the investment" Brandsen says.

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Content Composer by Hyland