Hyland®

Content Composer | State of Montana's Department of Labor and Industry

Revolutionizing constituent services:
from document creation to output

»

» **With more than 1 million people residing in Montana, the state's Department of Labor and Industry works to ensure residents receive needed workforce services.**

To provide these services, which include offerings like unemployment insurance, effective processes must be in place so the department can assist residents when needed.

However, outdated technology caused processes to slow down. Within the department's unemployment insurance division, creating and processing notices for residents was cumbersome. The process relied on an antiquated mail merge process that was originally built in Visual Basic.

CUSTOMER

State of Montana's Department of Labor and Industry

INDUSTRY

State government

SIZE

+1 million constituents

HYLAND PRODUCTS

Content Composer
Perceptive Content

"Support was really difficult. We were at a point where I was mostly concerned about a catastrophic failure, which is essentially the product might just stop working. We were at a real tipping point and **needed to get the product replaced**.*"*

Casey Greenwood, IT supervisor for the state's Department of Labor and Industry

That's when the department discovered Content Composer, Hyland's flagship customer communications management (CCM) offering. The state of Montana had already implemented one of Hyland's content and process management products, Perceptive Content, statewide, so turning to the vendor for a complementary offering that integrated with it was an easy decision.

THE SOLUTION

# » Provides **consistency and control** to document creation process

The use of Content Composer has simplified the creation of unemployment insurance notices sent to individuals and employers throughout the state. Under its previous process, a Microsoft Word mail merge was used to give staff the opportunity to tailor each communication for its recipients. Word's functionality was limited, though, allowing staff to either make changes to the entire document or none at all.

With Content Composer, the process is more controlled. Now, the department provides staff with access to only the essential portions of documents where changes will need to be made. All other aspects – such as font size, address location, etc. – are locked down to ensure consistency.

*"We were able to **standardize the process**. We're able to go into a document – the header, footer, opening, closing – and standardize what staff can modify. It really gives us more control."*

Casey Greenwood, IT supervisor for the state's Department of Labor and Industry

This document creation control has ensured consistency in tone and language across all content distributed by the department's unemployment insurance division. The department now has set standards for all communications, and Content Composer helps to ensure each communication meets these goals. Ultimately, it helps to improve the customer experience (CX) for residents receiving these communications.
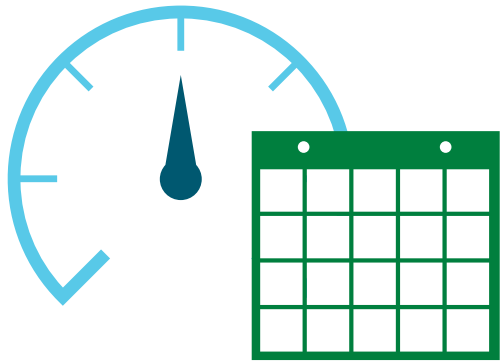
» Speeds up daily batch process
# from hours to minutes

Within the unemployment insurance division, hundreds to thousands of documents are distributed to residents daily, including payments and related items. As a result, in addition to the user-driven mail merge that takes place, an automated mail merge also processes notices every night. Content Composer has sped up this batch process exponentially.

"Our previous automated merge process literally took hours to perform every night. It was extremely slow," Greenwood said. "With Content Composer, these notices – and we're talking anywhere from 2,000 to 3,000 at a time – get finished in a matter of minutes. It's that fast. We went from waiting hours to get it done to waiting 10 to 15 minutes, tops."

With the previous process, an on-call programmer was needed to monitor the automated mail merge and related processes all night. Now, the entire process takes about 45 minutes.

*"It's pretty amazing. Content Composer **processes thousands of documents in just a few minutes**. It's very impressive and it's essentially changed our entire batch process."*

Casey Greenwood, IT supervisor for the state's Department of Labor and Industry
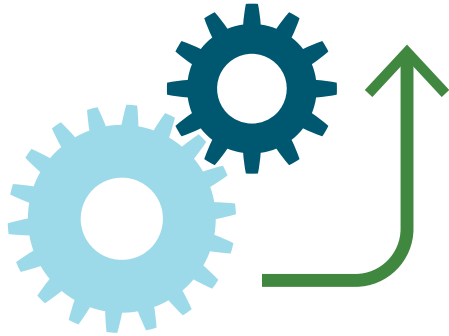
» ECM integration adds **process efficiency gains**

In addition to the consistency and control it brings to document creation, Content Composer provides many other benefits to the Department of Labor and Industry. The product's integration with Perceptive Content is one of those benefits.

Perceptive Content ingests all documents processed within Content Composer. From there, the documents are distributed via the system's workflow for processing and distribution. The vast majority of documents are mailed out each morning after nightly processing.

One of the benefits achieved by working with the same vendor for both its content/ process management and CCM needs is consistency in solution design. For example, the department can consistently name documents between both systems, which helps facilitate automated indexing of documents – further speeding up processes.

CCM AND ECM INTEGRATION STREAMLINES CONSTITUENT COMMUNICATIONS

CONTENT COMPOSER

PERCEPTIVE CONTENT

Create constituent communications

Process communications for distribution

THE DIFFERENCE

» Provides consistency, control and **opportunity for growth**

STREAMLINES DOCUMENT TEMPLATE EDITING:

Before Content Composer, templates were saved as Word documents. As a result, if a change needed to be made to the header of a template, all documents corresponding with that template – which could be in the thousands – needed to be changed.

Now, all document components, like the header, footer and body copy, are separated so the information can be shared between documents. When a change is made to one element, it can change that element for all documents.

IMPROVES USER SATISFACTION:

"It's much easier to use Content Composer," Greenwood said. "Our old process was fairly complicated, and users could have problems along the way. We used to have merge failures daily. Now, everything is much more straightforward and merge failures have become nearly non-existent."

GROWS TO SCALE WITH THE ORGANIZATION:

Based on its initial success with the product, the Department of Labor and Industry next plans to convert notices stored in Oracle Reports to Content Composer. That means the department will more than double the amount of documents created each night – up from 1,000 to 2,000 documents to even 3,000 to 4,000 documents in the winter months.

*"We're going to keep putting more and more documents into this product **because it works so well**."*

Casey Greenwood,
IT supervisor for the state's
Department of Labor and Industry

Hyland®

To learn more about how Content Composer can benefit your organization, visit **Hyland.com/ContentComposer.**

«

ABOUT HYLAND

Hyland is a leader in providing software solutions for managing content, processes and cases for organizations across the globe. For over 25 years, Hyland has enabled more than 19,000 organizations to digitalize their workplaces and fundamentally transform their operations. Named one of Fortune's Best Companies to Work For® since 2014, Hyland is widely known as both a great company to work for and a great company to do business with. For more information, please visit Hyland.com.