

The Belgian Post Group

Belgian postal services company reduces Distripost contract turnaround time from 90 days to 24 hours using Adobe® LiveCycle® ES solutions and the Adobe Flash® Platform

The Belgian Post Group

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Industry

Postal services

Challenges

- Increase customer satisfaction
- Reduce internal workload
- Shorten contract turnaround time

Solution

- Forms processing

The Post is using Adobe LiveCycle ES (Enterprise Suite) solutions and the Adobe Flash Platform to automate the completion, routing, and processing of service contracts from businesses looking to use The Post to deliver printed mailers.

Results

- Reduced contract turnaround time from 90 days to 24 hours
- Structured workflow with easy-to-understand templates for each contract type
- Provided flexibility for customers to decide whether to use digital or wet signatures
- Helped ensure legal validity of contracts
- Enabled staff to have instant insight into contract status

The Post is Belgium's national mail service, with a total of 35,000 employees. Roughly 80% of its annual revenue is derived from picking up and delivering letters and parcels. A government-owned corporation, it is currently preparing for the upcoming liberalization of Belgian postal services market in 2011. In addition to serving individual citizens, The Post also focuses on the business market.

One of its business services is Distripost, a door-to-door distribution service for delivering printed materials. Mail carriers deliver printed materials as part of their regular mail routes. The number of printed business items per mail delivery round is limited to two, increasing interest in the printed materials.

“Distripost allows printed materials to be delivered door-to-door along with the regular mail, which ensures that brochures from companies and government agencies get viewed about 78% of the time. The detailed selection options make it easy for organizations to implement targeted and local campaigns,” says Christian du Jardin, group marketing and business market director at The Post. “We worked with Adobe on a pilot project for our small and medium business customers to sign up for Distripost. As a result, we've been able to significantly reduce the contract turnaround time from 90 days to 24 hours. It's now much easier and more convenient for our customers to do business with The Post.”

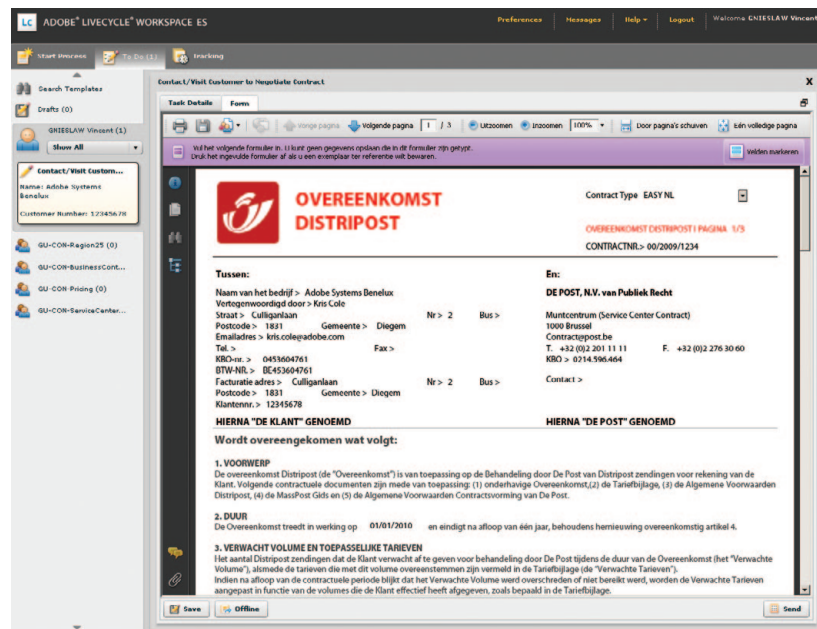
Dramatically reduced turnaround time

Distripost enables customers to make very detailed mail delivery selections, making the service particularly interesting for small and medium businesses, which often operate only at the local level, as well as large enterprises and government agencies. “There's a huge market for Distripost, so we have daily contact with many of our customers. We had a variety of different procedures for verifying and signing Distripost contracts, so contract turnaround times could sometimes take up to 90 days. Our challenge was to dramatically reduce this turnaround time, while still retaining a consistent, high-quality approval and signing process,” explains du Jardin.

Customer-driven enterprise

The Post wanted to do more than just improve internal efficiency; the upcoming liberalization of the mail services market also played a significant role. Says du Jardin, “The Post is striving to become even more customer-friendly, and we wanted to make it as easy and convenient as possible for our Distripost business customers to work with us as well. Obviously, working with digital contracts speeds up our own internal processes, but we wanted to ensure that our customers could continue making their own choices. They receive the contracts electronically, but they can then choose whether they want to sign and return the contract digitally, or whether they want to print it out, sign the hardcopy, and return it by regular mail.”

From creating Distripost contracts to final processing, The Post designed a structured workflow for the entire process using Adobe LiveCycle ES. The solution makes it very easy to integrate digital signatures through Certipost, a The Post subsidiary, or eID. Now every Distripost contract proposal is sent electronically from The Post.



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Group marketing and business
market director,
The Post

Sending contracts quickly and securely

The Post chose Adobe LiveCycle ES and within three months customers were taking full advantage of it. One of the key reasons The Post selected Adobe solutions is that it is very easy to integrate digital signatures through Certipost, a subsidiary of The Post, or with eID. Now every Distripost contract proposal is sent electronically from The Post, usually during the contact with customers or within minutes after contact.

Says Vincent Gnieslaw, head of e-business development, Group Marketing at The Post, “We used Adobe LiveCycle ES to create entirely new contract templates. Either a staff member at our sales center or the customer’s account manager fills out the contract while in contact with the customer, and then submits it immediately as a secure PDF document.”

Because 89% of all desktop computers have Adobe Reader® installed, it’s extremely likely that customers will be able to open the contract. They can then verify the easy-to-read contract, sign it, and send it back. “Of course, customers can choose whether to use a digital signature or whether they prefer to print it, sign the hardcopy, and mail it back. Thanks to the security features built into Adobe LiveCycle ES, we can be certain that the contracts aren’t modified in any way and therefore retain their legal validity,” says Gnieslaw.

Structured workflow for all contracts

From creating Distripost contracts to final processing, The Post designed a structured workflow for the entire process using Adobe LiveCycle ES. Each staff member of The Post who creates a Distripost contract follows a number of easy and convenient steps. Once a contract is returned by a customer, it re-enters the workflow at The Post.

“If the customer used a digital signature, then the contract is routed directly to an authorized staff member who then verifies the contract and digitally signs it, if necessary,” says Gnieslaw. “The customer automatically receives an e-mail containing the digital contract with both digital signatures. If the customer signed the contract manually, then the bar code on the printed contract is scanned and it also enters our digital workflow. An authorized staff member signs the contract manually and mails a physical copy of the contract back to the customer.”

The Post's contract processing solution includes a custom e-Contracting Monitor widget based on Adobe AIR® that lets staff see which contracts have come in, which ones are still with the customer, and which are about to expire.

Loid	Cust. Name	Type	ContractNr	Flow	Status	Signed	Out Dt	Owner
2245	Adobe Systems	LIGHT	00/2009/1234	IN	SIGN DISTRIPOST LIGHT CONTRACT	MANUAL	Wed Sep 30	u292409
2252	De Lijn	LIGHT	00/2009/5678	IN	EMAIL VALIDATION (SALES)	DIGITAL	Wed Sep 30	u292409
2266	FOD Financiën	EASY	00/2009/7878	IN	COMPLETE	DIGITAL	Wed Sep 30	u292409
2258	NMBS	STANDARD	00/2009/2323	OUT	EMAIL	-	Wed Sep 30	u292409
2278	Selor	CONV	00/2009/5151	OUT	APPROVAL BY PRICING	-		u292409

Systems At A Glance

- Adobe LiveCycle ES (Enterprise Suite). Components used include:
 - Adobe LiveCycle Barcoded Forms ES
 - Adobe LiveCycle Digital Signatures ES
 - Adobe LiveCycle Process Management ES
 - Adobe LiveCycle Data Services ES
- Adobe AIR

For More Information

www.adobe.com/products/livecycle/
www.adobe.com/products/air/

Proactive contact with customers

The workflow supported by Adobe LiveCycle ES has enabled The Post to do more than significantly reduce its Distripost contract turnaround times. The entire sales staff now has the ability to view the status of every contract in Adobe LiveCycle ES at any time. In addition, using a custom e-Contracting Monitor widget based on Adobe AIR, staff can see which contracts have come in, which ones the customer still has, and which are about to expire.

“Adobe solutions have enabled us to make relationships with our customers much more proactive. One example is that we’re now able to look into the status of an outstanding contract or offer a timely contract renewal. This allows our customers and us to stay on top of things,” says Gnieslaw.

Building on success

It’s clear that the success of the pilot project will lead to follow-up projects. “The excellent results experienced by our small and medium business customers could potentially result in the implementation and deployment of Adobe LiveCycle for other The Post products with similar contract forms,” concludes Gnieslaw.



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