



Natixis Assurances

<https://www.assurances.natixis.fr>

In partnership with

SQLI

www.sqli.com



Industry

Financial services

Challenges

- Accelerating contract document generation
- Reducing operating costs associated with paper-based processes
- Standardizing contracts

Solution

- Customer experience management
- Natixis Assurances is using Adobe LiveCycle ES solutions to automate the creation, editing, distribution, and storage of contract documents in PDF to reduce costs and improve efficiency.

Results

- Reduced printing and paper costs
- Accelerated contract completion and time to market for new services
- Enabled account managers to edit contracts or create new ones from their desktops
- Enhanced security of sensitive information
- Improved data accuracy

Systems at a glance

- Adobe LiveCycle ES. Modules used include:
 - Adobe LiveCycle Forms ES
 - Adobe LiveCycle Process Management ES

Natixis Assurances

French financial services firm uses Adobe® LiveCycle® ES solutions to eliminate paper, waste, and customer wait times

A new way of taking care of business

As part of the second-largest banking group in France, Natixis Assurances is constantly striving to operate more efficiently and cost effectively. Among the primary challenges the bank faces is determining how to reduce document production costs while also improving overall productivity and operations.

To address the issue, Natixis Assurances aimed to take its contract document editing and management process to the next level by going paperless. "Our problem was always financial. We offer more than 100 life insurance, benefit, and property damage products, so we have no fewer than 100 contract templates that we must design, update, customize, edit, and distribute," says Dominique Guichard, manager of the marketing and communication department's multi-channel distribution hub at Natixis Assurances. "To be more responsive, lower our costs, and improve our account managers' effectiveness, we decided to modernize our process by removing paper from the equation."

Natixis Assurances adopted Adobe LiveCycle Enterprise Suite (ES) solutions to migrate to a paperless contract document management system. With its new platform, Natixis Assurances is able to significantly reduce its operating costs, while improving its sales and service teams' ability to meet client needs and deliver superior service.

Digital documents for greater efficiency and cost savings

Previously, contract documents—application forms, health cards, questionnaires, prospectuses, general conditions, and others—were developed by the communications department, with help from the marketing, sales, and legal departments. Forms were printed in batches and mailed to the agencies and partners. The account managers completed them manually and the contract document was then re-keyed to be integrated in the back office for processing.

Managing paper contract documents was expensive and negatively impacted new business development efforts. Without a library of reusable contract components, a simple change to sales details was complicated to implement and had an impact on all the contracts that required the change. Contract design and modification were very resource-intensive processes and not very effective; an account manager could occasionally use an obsolete version of a contract document.

By digitizing the production and management of contracts, Natixis Assurances can limit the amount of paper used for sending documents to agencies in its distribution network. In addition, the bank can monitor the information entered by the account managers to help ensure data security.

"With LiveCycle ES solutions, we've reinvented the design and updating of contract templates and how we validate data, while optimizing our document management processes for greater efficiency and cost effectiveness," Guichard says.

Seeking stability and high performance

Natixis Assurances chose Adobe LiveCycle ES for its stability, flexibility, and high performance. "Because Live Cycle ES leverages PDF technology from Adobe—the most common and easily accessible digital file type—we knew that the transition to a paperless system would be smooth," Guichard says.

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In fact, the company is so confident that it has chosen to forgo a Proof of Concept (POC) for the program. "We had also decided to change our back office software package. So, going paperless had to align with the same schedule as launching our new software. We only had seven months to develop the new document system and, taking into account the tests already done by the IT department, we did not feel the need to do a comparative evaluation with other solutions," Guichard says.

LiveCycle ES enabled Natixis to rapidly and smoothly deploy its paperless document system. Documents in PDF can be opened and filled in with free Adobe Reader[®], so there's no need for additional software or hardware to get started. "With over 10,000 account managers, it was imperative that the technology selected did not require installation on end-user workstations," Guichard says.

The new solution enables account managers worldwide to customize contract documents right from their desktops. "LiveCycle ES is a flexible, simple solution that provides enhanced levels of content security and helps us streamline the flow of information to agencies, partners, and customers," Guichard says.

Faster delivery to market

For support in implementing the project, Natixis Assurances worked with its partner, SQLI, a firm specializing in system development and integration. The deployment included setting up a library of contract templates and related management rules. Through a dedicated application, document design professionals can access different types of library content and make changes to existing forms or create new forms by taking information from a variety of sources.

Designers can view the assembler's work and check the changes to the contract template, or even one of its components. The process is collaborative and will help to reduce the number of meetings necessary and streamline document development and generation. People's roles and rights will depend on the type of template or their individual level of responsibility within the organization.

"We wanted to streamline the design and updating processes to improve consistency among documents. When complete, the validation route will make collaboration between departments more effective and transparent. It already enables us to reduce the amount of time needed to develop contracts and get a product to market," says Guichard. "Digitizing the process is a tremendous timesaver. The time to market for a new program is reduced approximately 50%."

Reaping the rewards

Today, account managers use compact, digital forms in PDF to conduct agency business. "Account managers can complete forms right on their computer screen and print them to send to the client. Forms can also be saved locally and completed offline later, providing greater flexibility and workplace efficiency," Guichard adds.

Once forms are completed, the information collected is added to the company's back-office systems. "The LiveCycle ES software interfaces with information systems from both Natixis Assurances and Banque Populaire. It enables us to extend the information system's functions by leveraging existing architecture," Guichard says. "Integrating LiveCycle ES with the Banque Populaire's information system helps make the processes smoother because we can avoid having to re-enter data any time a change is made."

The revised document editing and management process helps Natixis Assurances eliminate data entry and processing errors. It also simplifies the account managers' work by automatically integrating repetitive data like client contact information, and helping to ensure that the form used includes the latest updates. In addition, it reduces the time needed to process applications. In the past, paper contracts had to be validated by a number of departments, delaying the validation and processing procedure several days.

"All of our checks and cross references are now automated, so the information is sent immediately to the back office to complete the application process. This enables us to be more responsive to client needs and deliver superior service. The client leaves with a quality document and a renewed confidence in our company's ability to meet his or her needs," Guichard says.

"LiveCycle ES enables us to instantly update or modify contracts to best suit the needs of our client's particular businesses... we're excited to continue refining our processes with Adobe software in the future to bring even greater value to our stakeholders."

Dominique Guichard
Manager of the marketing and communication department's multi-channel distribution hub,
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Overall, the Adobe solution has been a resounding success. Among the many benefits the solution provides, Guichard highlights its flexibility and responsiveness to account managers, the seamless integration of all the contract templates, the simplicity of data entry, and the enhanced security for protecting sensitive content and document confidentiality.

"LiveCycle ES enables us to instantly update or modify contracts to best suit the needs of our client's particular businesses. We can trace the document and the flow of information from start to finish, making the process smoother, more efficient, and more secure," says Guichard. "It's been a transformation that has benefitted people both inside and outside of our organization, and we're excited to continue refining our processes with Adobe software in the future to bring even greater value to our stakeholders."

Building for the future

Natixis Assurances' initial objectives have already been achieved, though the solution has not yet been deployed to all the agencies using contract templates. When completed, paperless document production and management will affect all Natixis Assurances' life insurance and benefit products. "We concentrated on using life insurance products as a test project for the solution. Getting the solution up and running was very quick, as we were able to establish automated document generation for approximately 50 document templates in only four months. The outcome was very positive, so much so that we are in the process of extending it to the other products and channels, particularly the Internet," Guichard says.

Besides digitizing other types of insurance policy documents, Natixis Assurance would like to push the limits of automated document generation. "Even though we're creating digital documents, we still have to take the final step—the client has to sign the contract. Currently, the account manager must still print the document to have it signed in the traditional way. By integrating an electronic signature solution as well as the option to allow the client to complete his contract documents himself, we can further streamline and accelerate our processes for superior customer services," Guichard says.

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