



MDS

Managed Document Services

Finance Industry

OVERVIEW:

The Customer

**Bangkok Insurance Public
Company Limited**

The Challenge

- Ineffectively wide mix of office equipment
- Lack of printing control and accountability
- High printing cost, high wastage
- Lack of information security

The Solution

- Managed Document Services
- imageRUNNERS
- imageRUNNER Advance
- uniFLOW
- eCopy Sharescan

The Results

- Efficient, streamlined processes
- Improved customer service
- Enhanced accountability and information security
- Increased profitability
- Effortless implementation and monitoring with Canon MDS

A BETTER PAYOUT FOR BANGKOK INSURANCE WITH CANON'S BUSINESS SOLUTIONS

With a history of more than 65 years, Bangkok Insurance (BKI) has proven itself to be the leader in the highly competitive non-life insurance business. They were awarded the ISO 9002:1994 certification for Motor Vehicle insurance in 1997 and for all insurance classes in 2001. In 2002, they were again awarded the ISO9001:2000 certification for non-life insurance.

BKI adopts a customer-oriented strategy, always ensuring fair services and integrity to their customers. To meet the demands of an increasingly sophisticated market, BKI embarked on an aggressive corporate strategy to enhance customer satisfaction and strengthen mutual ties. This brought about changes in the company structure where BKI now maximizes the provision of its services based on four business channels – financial institutions, non-life insurance brokers, agents and direct customers – with an emphasis on customer convenience through a single point of contact.

Challenge 2008: Streamline Processes, Improve Cost Efficiency

The daily paperwork processes in the insurance industry involves a lot of printing, scanning and faxing. In a bid to manage and reduce runaway costs, BKI needed to streamline their work processes and equipment to achieve higher work and cost efficiency.

With an assortment of printers, faxes and scanners scattered around the office, cost and maintenance was a bane to the administrative team. To cope with high volume policy printing, BKI had to outsource their policy printing to an external agent which added on substantially to the already high printing costs. In addition, the process of print cost chargeback and tracking was inefficient and error-prone, not to mention the high amount of wastage resulting from uncontrolled printing. Lack of information

security was also a concern for the management team.

Back in 2008, what BKI urgently needed, was a professional team to look into the areas where BKI could streamline their processes and improve their cost efficiency.

Then: High Cost, High Maintenance of Assorted Equipment

Across the 21 work departments in BKI, there were 65 units of black and white printers, 12 color printers, 2 multifunction printers, 26 facsimile machines and 10 scanners. The wide mix of equipment meant that administrators had to contend with different vendors, consumables and maintenance required for each machine. BKI was confronted with high consumables costs in terms of paper, ink cartridges as well as high maintenance cost.

BKI saw a 30 percent savings in printing costs within just one year!

Now: Streamlined Processes, Improved Customer Service

Canon Thailand's Managed Document Services (MDS) team embarked on a pursuit to analyze the processes and equipment in BKI's office print environment. The detailed study included a report on how much they have been spending on printing and recommendations on some of the gaps they could fill to achieve cost savings. The team recommended a balanced mix of mid to high end business multifunction imageRUNNERS throughout the BKI HQ and its subsidiaries. They implemented 14 units of mid-range color imageRUNNERS with fax, 11 high-end color imageRUNNERS with fax and 4 high volume printing imageRUNNERS with booklet finishers.

Users can now perform their print, scan and fax on a single machine. The streamlined process allows them to save more time and effort, which means they are freed up to focus on their core responsibilities of improving profitability and providing better services to BKI's clients. Administrators need only work with a single vendor for servicing and consumables replenishment, improving the team's efficiency.

Then: Outsourced Policy Printing - High cost, Inefficiency

For high volume policy printing, BKI hired an external agent whom they had to pay a fixed monthly fee, on top of the cost per page. This was separate from the vendors who serviced or repaired the other equipment in cases of break downs. Managing different vendors was often inefficient and resulted in a lot of frustrations for the administrative team. There was also no synergy and economies of scale for the organization as a whole.

Now: Managed Print Services – Controlled Costs, Enhanced Efficiency

Two high-speed, high-volume imageRUNNER copiers are now placed at strategic locations where users can print insurance policies from. A Canon resident engineer is also deployed to the BKI office daily to assist users with high volume printing needs. Not only has this saved users' time, it has also helped BKI reduce their overheads.

Then: Inefficient Chargeback Procedure, High Wastage

BKI tracked print volume and chargeback to each of the 21 departments by the quantity of paper withdrawn from administrators each month. Not only was this inaccurate, it also created a lot of unnecessary administrative workload, increasing the overheads of the company. There was also high wastage with many misprints and unclaimed printouts left at the copiers which in turn compromised information security.

Now: Proper Chargeback, Reduced Wastage, Improved Information Security

With uniFLOW, users are required to authenticate themselves before they can collect their printouts at a copier located most convenient to them. Apart from being able to effectively track usage by individual and by department, information security has also been enhanced as users can only collect their printouts upon user authentication. Wastage is also greatly reduced as now there are no more forgotten printouts left at the copiers.

With the support from the Canon MDS team, BKI management gets to review the monthly print reports which they use to track and control printing costs. The reports also allow the finance team to effortlessly chargeback these costs to the respective departments.

BKI saw a 30 percent savings in printing costs within just one year!





Challenge 2012: Enhance Space Efficiency, Improve User Convenience

To keep up with the ever changing market needs, BKI needed to upgrade and enhance their office fleet.

The implementation and after-sales service went very well that after the end of the initial contracted period, BKI once again invited Canon to bid for the second contract agreement for the project.

More Space, Better Service

As business continued to grow, BKI needed more office space to house their operations, both at the headquarters as well as the various branches around the country. The Canon team addressed the issue by recommending a new fleet of compact yet powerful black and white imageRUNNERS.

To reduce customer waiting time for over-the-counter services, Canon installed 10 units of multifunction printers at their customer service offices. These powerful machines were well-equipped to cope with the print/copy/scan demands yet compact enough to conserve valuable front-counter space.

The copiers for policy printing were also replaced by two high-speed, high-volume imageRUNNER Advance copiers in order to cope with the ever increasing demand. Customer service level has been greatly improved with the reduced turnaround time for insurance policies.

Happy Employees, Healthy Profits

Colour copiers were also replaced with a fleet of imageRUNNER Advance that came with a whole host of user-convenience features. For example, users can now print directly from smartphones with the Cloud feature. They can also scan a hardcopy document and edit it in MS Excel and MS Word. To ensure minimal disruption to daily operations, these new enhancements integrated impeccably with their existing systems.

To achieve the most efficient office print environment while ensuring seamless implementation, the BKI management team understood that they needed professionals to facilitate the deployment and transition to which they chose Canon. Their efforts paid off as management were able to attain their goal of providing employees with a highly efficient office environment which frees up their time to perform their core tasks which are vital to their organizational growth.

“When we started to embark on a customer-oriented corporate strategy, we realized that a lot of executives’ time was spent on tedious paperwork processes, compromising the service level to our customers. We knew that this had to change and Canon has helped us bring about this change.”

Mr. Natdanai Pornchaisiriarun
First Vice President
Information Technology Department
Bangkok Insurance PCL.

“When we started to embark on a customer-oriented corporate strategy, we realized that a lot of executives’ time was spent on tedious paperwork processes, compromising the service level to our customers. We knew that this had to change and Canon has helped us bring about this change.” ■