

Case Study

AXA Insurance Ireland
Insurance
Production Print

Ricoh helps AXA Ireland improve ability to meet financial services regulations

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Every week AXA Insurance Ireland distributes 15,000 policy documents which by law have to be delivered at least 15 days before renewal date. The company's existing print operations meant this was a challenge with staff often

working overnight to complete the job. But a Ricoh Production Print solution has transformed the process maintaining quality as well as making it quick and efficient, and reducing waste to almost zero.

Executive summary

Name: AXA Insurance Ireland
Location: Dublin, Ireland
Size: 1,000 staff
Activity: Insurance

Challenges

- Produce and distribute thousands of policy documents every week
- Ensure financial services regulations for delivering policy information on time are met
- Existing document production solution outdated and unreliable and undermining staff productivity

Solution

- Ricoh Production Print

Benefits

- Enables the business to easily meet 15-day policy renewal notice targets quickly and efficiently
- Delivers a fast and reliable print solution
- Increases staff productivity by removing the need for late-night/overnight working
- Reduces paper and print resource waste to almost zero
- Quality of Ricoh equipment and service results in just two service call outs, both in 1 hour on a 4-hour SLA

Challenges

With operations around the world, and a global staff of 175,000 people, AXA Insurance provides financial protection to more than 67 million people. It is the third largest insurance company in the world, and one of the oldest, and biggest, insurance companies in Ireland. AXA Insurance Ireland has two head offices (Dublin and Belfast) and a call centre in Derry, 42 high street branches in the Republic of Ireland and 11 in Northern Ireland, employing around 1,000 staff.

At the core of AXA Ireland's business is the broad range of insurance products and services it provides to customers and it is crucial that those customers are kept fully informed about their individual policies. While a lot of communication is electronic, AXA Insurance and many other financial service providers are still required by law to provide paper-based information.

From its Dublin head office, AXA Ireland distributes renewal notices, statements, transactional documents, certificates and other letters to customers in both the Republic of Ireland and Northern Ireland. On average, around 75,000 pages of documents are printed each week.

A document centre at the Dublin office is responsible for preparing, producing and sending out the documents to customers. However, AXA Ireland was struggling with its existing print equipment which was getting old, unreliable, and was no longer capable of meeting the needs of the business to produce and distribute policy information quickly and efficiently.

Financial Services regulations require AXA Ireland to ensure that policy renewal notices are sent to customers at least 15 days before the renewal is due. Although AXA Ireland always makes the deadline, its print production equipment did not make this easy. At more than seven years old, the machines were inefficient and frequently broke down.

Gareth McKeever, AXA Ireland's IT Operations and Service Desk Manager, says, "The print room operators wasted a considerable amount of time, often working overtime until 3am or 4am in the morning, coaxing the machines into completing print runs. At other times, when machines were left printing overnight, operators would return in the morning to find an entire run of pages, numbering in the thousands, unusable as text was smudged, faded, or otherwise unreadable."



AXA Ireland decided it was time to invest in a much more robust and high-quality print solution. McKeever says, "Getting policy information printed and out to customers in a timely way is crucial to AXA Ireland's business. And I don't see a reduction in demand for paper-based information happening anytime soon. The more legislation that comes in, the more documentation that has to go out. I don't think we'll ever have a day when we don't need a printer."

Solution

AXA Ireland put the contract out for tender and considered a number of different suppliers. In the end, the company decided to use a Ricoh Production Print solution because it provided everything that AXA Ireland needed to improve policy document production in a single package. AXA Ireland has deployed two Ricoh high-performance mono production presses. While one press is used for the main print work, the other is on standby as a backup, and for other small print jobs.

A key part of the Ricoh Production Print solution at AXA Ireland is the level of service and training provided. A monthly service check looks at the health of both machines, and keeps each in good running order. Ricoh's network of locally based engineers mean that any help required outside of the service checks is available right away. The Ricoh solution also includes managing consumable use and supply.

One of the key features of the Ricoh presses is ease of use. They have Operator Replaceable Units, so that with a little training, AXA Ireland operators are able to replace crucial machine parts themselves, quickly and easily.

continued overleaf

Case Study AXA Insurance Ireland

Benefits

The main benefit and purpose of the Ricoh Production Print solution, which it delivered from the start, was to ensure faster and more reliable printing, with a subsequent increase in staff productivity and reduction in printing costs.

McKeever says, *"It is the quality, reliability and speed of the Ricoh presses that has made all the difference. We face penalties if we don't meet our legal obligation to deliver renewal notices on time and the Ricoh presses help us achieve that in a much more efficient way than before."*

McKeever adds that the printers are more robust and more reliable than the previous equipment and having the monthly service check makes a significant difference to performance and reliability.

The consistent print quality of the Ricoh machines has reduced paper wastage to almost nothing, the machines are more energy efficient, and AXA Ireland no longer has to spend extra money on staff working overtime. Along with faster print speeds, staff are now able to complete all the required document printing during normal working hours which improves overall productivity.

The typical work load is printing around 15,000 renewal notices a week, with each individual letter comprising three to four pages. Staff did not like having to work late or sometimes through the night, so the reliability of the Ricoh presses has helped create a better working environment for staff. Print staff also find the Ricoh presses easy to use with features like simple interfaces to set up and run print jobs.

McKeever adds that Ricoh has a four-hour service level agreement to deal with any problems on the presses. But in the year or so that the equipment has been in place, AXA Ireland has only had to call out Ricoh twice and each time Ricoh was on site within an hour. *"The level of service from Ricoh has been perfect,"* says McKeever.

Ricoh Solution/Products

- Ricoh Pro 1107 mono

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Gareth McKeever,
IT Operations & Service Desk Manager, AXA Insurance Ireland

redefining / standards

