

# CASE STUDY:

COMBINING DOCUMENT RE-ENGINEERING AND CREATION TO  
OPTIMISE PROCESSING SPEED FOR THE END CUSTOMER.

A photograph of a man and a woman smiling and looking down at a small, detailed wooden model of a house that the man is holding in his hands. The woman is standing behind him, also smiling. The background is a soft, out-of-focus grey.

**MAIF**

"FROM THE OUTSET, SEFAS AND  
SERES HAVE SHOWN COMMITMENT TO  
THE SUCCESS OF OUR STRATEGIC  
VISION. THE MEETING OF THESE  
TWO EXPERTS WITHIN THE  
DOCAPOSTE GROUP IS RICH IN  
INNOVATION"



# "THE DOCUMENT IS AN ESSENTIAL ELEMENT OF THE CUSTOMER RELATIONSHIP"

## OVERVIEW

For over 10 years, MAIF, one of France's largest mutual insurance companies uses Sefas's Harmonie Communication Suite (HCS) software for its Customer Communications Management (CCM) requirements and Docupost, a Seres solution for the digitisation of its inbound communication.

In partnership with these two Docaposte subsidiaries, MAIF continues to improve their relationship with its' customers through innovative approaches to improve document creation and management.

With over 145 branches in France and 12 Claims Management contact centres, MAIF provides; more than 6.5 million insurance policies across vehicle, home and life businesses. In terms of document management, MAIF seeks to be one of the most advanced and intuitive insurers in the market.

*"We started this adventure in the 90's with the objective of improving not only our productivity but also the document quality for our customers", states Didier Menay, Director of Information at MAIF.*

MAIF faced issues with the creation of their document templates, the management of their content repositories and the consistency of their corporate branding.

They also sought to improve the despatch process to ensure that multiple documents issued to the same client were collated into a single envelope ready for postage, reducing costs.

MAIF selected Sefas's Harmonie Communication Suite because of its unsurpassed processing speed and scalability as well as the strong professional services team supporting the project.





CREATED IN 1934,  
MAIF IS A MUTUAL  
INSURANCE  
PROVIDER THAT  
PLACES CLIENT  
SATISFACTION AT  
THE FOREFRONT OF  
ITS BUSINESS; THE  
GROUP IS RANKED #1  
IN FRANCE FOR  
CLIENT  
SATISFACTION FOR  
INSURERS OVER THE  
LAST 9 YEARS.

MAIF PROVIDES  
INSURANCE SERVICES  
FOR MORE THAN 3  
MILLION MEMBERS  
(INSURANCE  
OF GOODS,  
PROVIDENT, HEALTH,  
ASSISTANCE,  
SAVINGS, CREDIT,  
ETC.). THE MUTUAL  
COMPANY MANAGES  
AN ASSET OF 12.8  
BILLION EUROS AND  
1.6 BILLION  
EUROS OF EQUITY.  
CUSTOMER BACKGROUND

# THE ISSUE

MAIF faced issues in controlling consistency of design of their customer communication estate across over 150+ locations. Additionally, all incoming documents processed manually, inputting claims handling processes often too lengthy due to the volume of incoming requests and existing processing capacity.

# THE SOLUTION

*"The important thing for us is to always know where we are going. We didn't want a solution that was overtly complex. It needed to adapt and grow with our strategic plan. We favoured Sefas as they were able to engage and to move forward with us", states Didier Menay, Director of Information at MAIF. The criteria of proven competence and adaptability were also key in the choice of Seres, sister company of Sefas.*

Outgoing customer communication has been harmonised - a central repository ensures brand and content consistency, whilst the Sefas solution also ensures that communications can be delivered via the channel of choice.

MAIF receives over 12,000 incoming letters daily. These incoming letters are now digitised immediately and uploaded to the Electronic Document Management (EDM) platform. This incoming flow is centralised on the Niort site and is accessible from all MAIF locations. This, this restructured approach has guaranteed agility, allowing them to cope with new claims or other information requests faster and more accurately. In the event of a natural disaster, the teams who are not directly affected by the incident can immediately help those team members who are responsible for dealing with the cases directly, thanks to the EDM. This ensures that MAIF responds to its customers almost immediately.

# THE RESULTS

From digitised documents to recreating existing content, HCS and Docupost have allowed MAIF to redefine their digital journey.

*"In our document architecture, Sefas takes care of outgoing mail, Seres takes care of incoming mail. For us, the synergies between these two areas are obvious",* affirms Didier Menay.

MAIF has extended the solution to deliver the automated processing of incoming requests. Sefas and Seres providing the expertise to manage the dematerialisation and document convergence, to transform content from images to relevant and reusable content.

Today, inbound documents are scanned as an image and associated with a file number in the EDM, saving time and resource.

Sefas's HCS solution, optimises the forms to facilitate their automatic reading and data mining. This development allows MAIF to further reduce document processing times, for the benefit of better relationships with its customers and members.

# DISCOVER MORE WITH SEFAS

Sefas Innovation is part of Docaposte. We are a software company that helps organisations produce meaningful, omni-channel customer communications to enhance customer experience.

From desktop publishing to responsive digital communication design on mobile devices, Sefas solutions help design and organise your customer communications on all traditional and digital distribution channels.

Our core business is developing software that helps Financial Services users more rapidly and effectively design, enhance or interactively author communications and distribute these communications with minimal risk.