



Securing Customer Communications for the worlds largest building society

Nationwide is the world's largest building society as well as the second largest savings provider and a top-three provider of mortgages in the UK. It is also a major provider of current accounts, credit cards and personal loans. Nationwide has around 15 million customers.

Considering the number of data security scares nowadays, it is rare to find any organisation that can vouch for its communications 100%...but this is exactly what Sefas is helping clients to do. For Nationwide, being the world's largest building society brings with it a certain amount of responsibility, not least when it comes to securing communications to more than 15 million customers. Data integrity is one of the biggest issues companies face nowadays, but after switching to Sefas's Open Print Software, error-free mailing has now become company standard for the Swindon-based firm.

Background

Nationwide's approach is simple; it promises to offer its members the best value financial products, whilst charging as little as possible for its day-to-day services. It is a strategy which has helped the building society become the third largest mortgage lender and second largest savings provider in the UK. Built on 160 years of tradition and expertise, Nationwide is one of the market's leading innovators, especially when it comes to championing the needs of its customers.

As well as innovations in internet and mobile banking, its commitment to openness led it to become the first credit card provider to highlight its fees by adding summary boxes to customer statements - something which has now become industry standard. This approach to communications has seen Nationwide grow into one of the UK's most trusted financial providers.

Securing the ideal solution

With its Open Print software suite, Sefas has created the management and re-composition backbone of Nationwide's ADF. Open Print is used to control the running of the new solution, whilst the sorting of multiple print streams and the integration of MailSort are provided through Open Print. Existing documents are enhanced and re-engineered through Open Print.

The ADF infrastructure, as provided by Open Print has successfully integrated components from Xerox, Inspectron, Pitney Bowes and Kern and provides a central point of change for Nationwide's documents.

To get our documents "ADF Ready" was not as complicated as we first feared. Part of the Open Print solution allows for the re-engineering of composed documents, so we were able to leave our core systems untouched making only necessary changes to the existing print formats.

Keith Allsop,
Mailing Services Manager, Nationwide

The challenge

- Improving data integrity and securing communications to more than 15 million customers.

The solution

- Sefas - Producer**
Production control and workflow solution designed to automate the document production life cycle from composition to the print to mail.
- Sefas - Designer Composition**
Document composition software solutions for the creation, composition and optimisation of document production.
- Sefas - Designer Re-Engineering**
Document Composition Software for modifying and enhancing existing documents.

Customer benefits

- Dramatically reduced errors:** with a full audit trail of every document in the print and mail process.
- Enhanced flexibility:** enabling browser-based on-line approval of documents.
- Cost savings:** taking advantage of the fullest MailSort discounts.



Results

Since installing Open Print over 8 years ago, Nationwide has achieved greater control over its error target rate and has dramatically cut down on errors - despite handling over 300 million items. At the end of the project, the UK's largest building society successfully switched from a paper-based tracking process to a fully automated real-time system; providing an audit trail for every document in the print and mail process, supported by an on-line archive system.

Sefas has provided enhanced flexibility through enabling browser-based on-line approval of documents; recording the checking of printed output and automating the reprint of damaged documents. This has enabled Nationwide to create a secure platform, which ensures the integrity of every document printed and every envelope sent, as well as increasing productivity.

Since the Open Print ADF was implemented it has enabled Nationwide to switch Mailsort schemes seamlessly, so that as volumes grow Nationwide have been able to take advantage of the fullest Mailsort discounts and save an additional £80,000 per year.

The future

Future projects include developing a platform for transpromotional marketing - allowing Nationwide to incorporate relevant, timely messages onto bank statements, making them work harder as a communication tool, to increase customer satisfaction and to increase revenue.

The integration of Portman Building Society and the Derbyshire has meant that Nationwide has increased the volumes of print and mail. The ADF is a highly efficient environment to absorb these new volumes and migration is already under way. The savings in manual processes and the improvement in integrity are going to be considerable.

About DOCAPOST EBS

Docapost EBS is an operating division of Docapost, the La Poste Group specialist in document management, digital services and customer relationship process management. Its 3 entities are all leaders in their own markets: Certonomis, Sefas and Seres.

About SEFAS

Sefas is a global leader in document production. Established in 1991, Sefas leads the document industry in terms of innovation, performance and flexibility.

With Sefas' software capabilities, you are able to easily optimise your document production to gain flexibility in the creation and the management of your document templates for multi-channel distribution. You will ensure the quality and integrity of your documents, while maintaining brand identity and meeting budget expectations.

Contact:

Whitefriars - Lewins Mead - Bristol - BS1 2NT - UK
t. +44 (0)117 906 9920
e. contactuk@sefas.com

Office Locations:

Paris, FR +33 156 297 488
Boston, US +1 781 425 5060

For more information about our products and services, please visit www.sefas.com