



MAIF combines document digitisation and creation technologies to minimise the time taken to process and reply to its members' enquiries and requests

MAIF, the mutual insurer has been using Sefas Designer for its document composition and design needs and Seres Docupost to digitise its incoming letters for more than 10 years. MAIF is now preparing to enter a new era of document digitisation and management in partnership with these two Docapost subsidiaries.

Making the transition to document convergence

"The document is a key building block of the customer relationship", says Didier Menay, Head of Information Logistics at MAIF. With 145 branches throughout France and 12 Claims Management Centres, the mutual insurer provides cover for more than 3.5 million vehicles and more than 3 million homes.

When it comes to customer communication, MAIF is one of the most advanced, experienced and innovative organisations in the market. "We began this adventure in the 1990s with the aim of improving not only productivity, but also the quality of documents produced for our customers", continues Didier Menay. At that time, MAIF's concerns were focussed on paper documents and how to enhance content and streamline workflows - grouping together multiple communications addressed to the same member in one envelope. MAIF chose Sefas for their document composition solution because of its inherent agility and Sefas's forward development path - as well as their confidence in Sefas's high skill levels.



François Servaes,
Mail Department Manager



Didier Menay,
Head of Information Logistics

From the very beginning of our relationship, Sefas and Seres have always shown their innovative spirit and listening skills. The coming together of these two experts within the Docapost EBS Group creates a wealth of new synergies.

Didier Menay,
Head of Information Logistics at MAIF

The challenge

- Centralisation and collaborative sharing of incoming and outgoing letter processing for 145 regional branches, 16 customer contact points and 12 claims management centres.

The solution

- Sefas - Designer:** Document composition software solutions for the creation, composition and optimisation of document production.
- Seres - Docupost:** Integrated solution for the automated digitisation, recognition and reading of incoming documents.

Customer benefits

- Productivity:** 25,000 outgoing letters and 12,000 incoming letters processed every day.
- Operational agility:** incoming and outgoing letters are centralised in a shared EDM system.
- Customer satisfaction:** optimised document composition and identification accelerate the processing of enquiries and requests.



Expertise and adaptability

"The important thing for MAIF is to know where we are going at all times. We don't want overly-structured solutions whose forward development path depends solely on the strategy of the software provider. We prefer proactive partners capable of working with us and progressing with us".

MAIF's high expectations of their partners - that they show expertise and offer adaptability - was also key to MAIF's selection of Sefas (another Docapost subsidiary) to work with them to optimise the management of inbound correspondence. MAIF receives over 12,000 letters every day which are digitised immediately, transferred to the single Electronic Document Management (EDM) system and ingested into a centralised workflow that allows access from all of MAIF's management locations. This new organisational structure provides greater agility - even in the most complex situations and resilience. For example - in the event of a natural disaster workload can quickly divert to those management centres not directly involved in the event to continue handling large volumes of members' claims.

From a digitised image to content thanks to SEFAS and SERES

To take the system even further, the Head of Information Logistics at MAIF is exploiting the synergies that exist between Sefas and Seres. "In our document architecture, Sefas looks after outgoing letters, while Seres takes care of incoming letters, and we can see very clear synergies between these two domains", confirms Didier Menay.

MAIF is now preparing to enter a new era of document digitisation and convergence by making a transition that Didier describes as "from image to relevant content". MAIF is relying on the combination of specialist expertise offered by Sefas and Seres to go further in the automated processing of forms returned to the company by its members. At present, forms are digitised as images and attached to a case number in the EDM, making it necessary for the manager to re-enter the data. Sefas Designer - the document composition toolset - makes it possible to optimise these forms so that they can be read automatically and their relevant data extracted more simply. This development will allow MAIF to reduce its document processing times even further, thereby improving its relationship with members.

Philippe Chabot,
Information Logistics
Project Leader
Stéphane Crolet,
DTP Development Manager



About MAIF

Established in 1934, MAIF is a mutual insurer; it has been named as the Number 1 insurer for customer relations for the last 9 years.

As the sixth-largest personal all-risks insurer and the leading non-profit sector insurer in France, MAIF covers all the needs of its 2.9 million members, from personal property insurance to protection, health, assistance, savings products and credit.

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 SERES

Established in 1993, Seres is a leading player in the digitisation market in France and internationally. Its tax-compliant invoice digitisation, Automated Document Reading/Recognition, OCR and collaborative portal solutions accelerate the exchange of information with customers and suppliers.

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.

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