

Branch Paperless

Process optimisation for
an improved customer
experience

Financial Services

Ricoh's Branch Paperless solution helps banks digitise their workflow, optimising the back office, reducing costs and freeing staff to spend more time with customers.



Enhancing the customer experience



Modern banking is entering a transformative period. Competition is rife across the industry and is only set to intensify as institutions seek out new customers across the Eurozone. Banking is now driven by a constant search for cost efficiencies alongside the need to provide a market-leading service to customers.



Meanwhile, as banks fight for their business, consumers have been empowered via a new era of legislation that makes it easier than ever to switch providers. New initiatives such as the UK's Current Account Switch Service are promising to shake-up the sector by guaranteeing that individuals can switch their banking provider in a fast, hassle-free manner.



Banks therefore now need to provide a seamless customer service experience powered by a slick back office function to ensure clients remain engaged and loyal to the brand.



Ricoh's Branch Paperless solution is specifically designed with the modern bank in mind. It allows local branch offices to optimise document processes such as mortgage or loan applications, improving efficiency and auditability - meaning better banking for all.



78% in financial services say that technology makes their business more productive and plays an essential role in supporting new ideas*



2.4 million – the number of customers that left the UK's five biggest banks in 2012**

* Economist Intelligence Unit. Humans and machines: The role of people in technology-driven organisations. Sponsored by Ricoh.

** Move Your Money UK



Bringing efficiency to the back office

Ricoh's Branch Paperless solution is designed with the modern bank in mind. It is specifically aimed at helping financial institutions streamline and optimise their back office processes, enhancing the customer experience and reducing costs.

Branch Paperless allows local bank branch offices to optimise document processes such as mortgage or loan applications. Currently, branches often send documents to their central offices or processing facilities manually, increasing the chance of misfiling through a lack of consistent data management, potentially compromising compliance requirements.

An end-to-end process, Ricoh's solution helps make these complex processes simple and consistent. Branch Paperless includes the management, indexing and archiving of documents, and allows staff to scan files into an electronic approval flow. The solution is flexible enough to optimise an existing scan process, or can be implemented across an entirely new workflow if paper and postal services are still employed.

Branch Paperless also ensures that documents can be accessed electronically regardless of location, giving staff more time to spend with customers. The solution helps banks become consistent and streamlined across multiple offices and branches, minimising the impact on business processes while making sure the organisation remains compliant and auditable at all times.

Key Benefits

- Simplified back office
- Improved staff efficiency
- Cost reductions
- Optimised processes and document management
- Improved customer service and satisfaction
- Improved document access
- Reduction in human error

By working with Ricoh's leading suite of solutions, banks can benefit from a renewed focus on the customer experience. Optimised processes mean clerks spend less time on admin and more time with customers, helping to promote both satisfaction and loyalty.

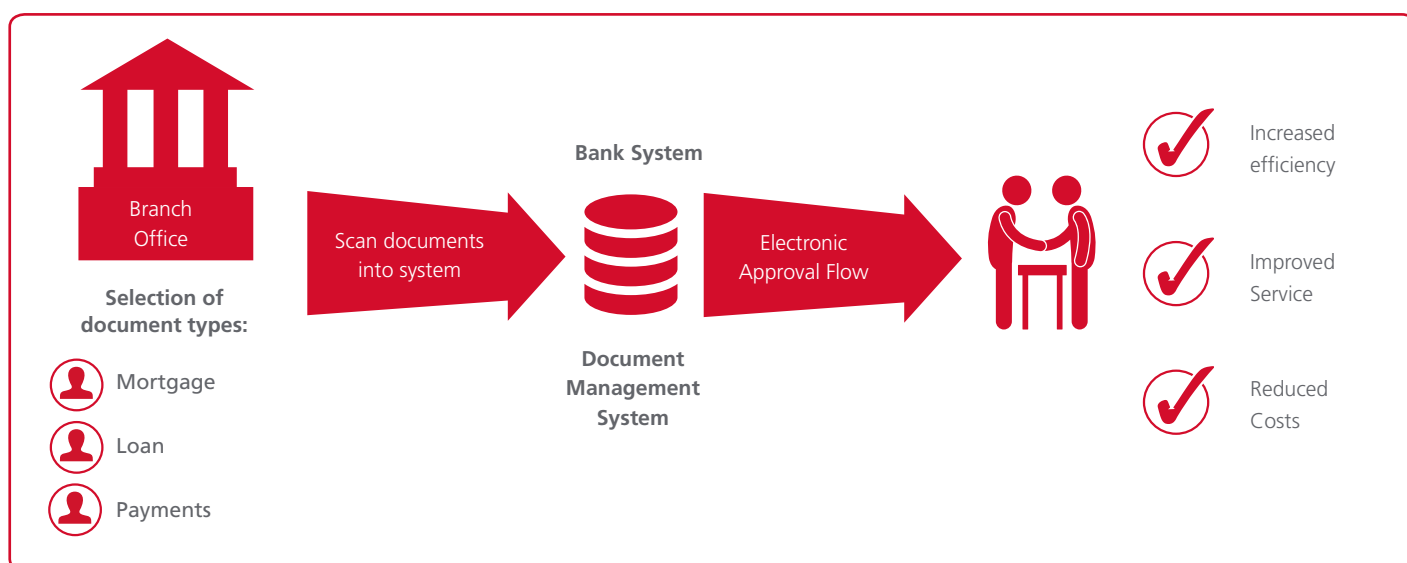


Figure 1: Branch Paperless workflow

Branch Paperless helps bank branches to streamline document flow for improved customer service.

About Ricoh

As a global company specialising in office imaging equipment, production print solutions, document management systems and IT services, Ricoh offers financial institutions true end-to-end solutions that can deliver efficiency gains and also cost efficiency.

Central to Ricoh's financial services offerings is streamlining information processes that can reduce time spent by staff on administrative tasks giving them more time with customers. These strategies enable an improvement in customer communication while ensuring total confidentiality and security of all information. See below an example of our work:

Case Study: Caisse d'Epargne

Optimising digital workflow for better customer service

In an era when generating and maintaining consumer trust in banks is top of the agenda, customer service has emerged as one of the key points of differentiation in an increasingly competitive market. Caisse d'Epargne is a subsidiary of Groupe BPCE, the second largest banking group in France serving 36 million customers. It wanted to increase its focus on customers and improve the efficiency of its business through better management of information.

A detailed analysis of the bank's existing document workflows helped Ricoh to identify a major opportunity for process optimisation. At branch level, employees made copies of customer loan agreements which were distributed by mail to multiple departments. The process wasted time and documents were often delayed in the internal transfer.

Ricoh developed a bespoke scanning interface for the multifunctional printers (MFPs) deployed within the bank's branch offices. The scanning interface provides a simple one-button solution which automates the entire workflow. Customer documents, scanned at a Ricoh MFP, are now distributed electronically to multiple recipients.

Ricoh's solution has significantly reduced administration at branch level, allowing employees to spend more time with customers. Electronic distribution has improved the process turnaround time, with customer loans approved faster, while print and copy volumes have declined and less money is spent on paper and postage.

The digital workflow has improved governance and provides a detailed audit trail which is helping the bank to comply with regulatory standards. Ricoh's solution also optimises the bank's utilisation of its existing multifunctional technology, driving a faster return on the initial investment.

"We aim to anticipate and respond better than other banks to the client revolution. Ricoh anticipated our needs, establishing a digital workflow that allows us to provide clients with a better service."

Directeur General, Banque Commerciale et Assurance

Key Benefits

- Reduced administrative burden
- One-button scan and distribution
- Improved customer focus
- Faster internal communication
- Easy access to information capital
- Quick return on investment

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