

IMPROVEMENT SKILLS CONSULTING LTD.

“Simply, improvement...”



Business Communication & Process Management

ISIS Papyrus: Business Communication and Process Management



20 Years of Excellence

The Swiss-based ISIS Papyrus Group celebrates in 2008 twenty years of customer-oriented software innovation. Its operational headquarters are in Vienna, Austria, with offices in 15 countries. The ISIS Papyrus Group is a unique expert-player in its own market niche.

I was privileged to be invited to one of their Open House events at their UK Headquarters and want to use this article to explain a little bit about their capabilities and potential client benefits. The full range of ISIS Papyrus' software solutions is extensive and I can't hope to do justice to all of them here, so I just want to focus on a few that have impressed me, by way of some of their case study examples.

From its first forms design product in 1998 to its current Papyrus platform using artificial intelligence for process management, ISIS Papyrus was always first in line to innovate. More than 2000 clients use ISIS Papyrus products worldwide for such strategic applications as managing the issuing and renewal of more than half of the United States' credit cards. By far the largest percentage of all financial, insurance and telecom documents in the EU is produced by ISIS Papyrus software.

Their UK clients include:

-  Orange
-  BT
-  Bank of Scotland
-  Lloyds TSB Registrars
-  EDS (Dept. for Work & Pensions)

The power of personalisation

For many organisations their documents are their primary points of contact with their customers. They are critical to effective customer communication and must be generated in a variety of formats.

A powerful design toolkit like Papyrus can create documents customised down to the last sentence for each individual recipient of paper or electronic documents.

The Tax Department of one US State collects personal and business taxes and generates over 1.25 million pages of documents (forms, letters, notices) each month. Antiquated tools had made creating and changing forms difficult and time-consuming and there had been no WYSIWYG design capability. Changes to legislation means numerous documents have to be updated accordingly and was taking many weeks.

Using the Papyrus document system has enabled the Department to replace many legacy systems and its document composition capabilities were among the prime selection criteria. Documents can now be branded consistently and delays of weeks have now been improved to a matter of days, or even hours. A common standard for logos was easily enforced and a consistent look and feel for documents was ensured. They moved from fixed pitch legacy documents to typographical fonts which studies show are 60% more readable.

World Class Statements and Reports

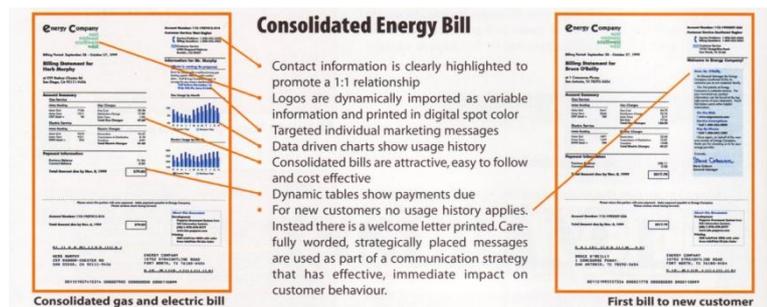
The monthly statement you receive from your bank or utility company may be the only point of contact they have with you as a customer. Statements all too often look like impenetrable balance sheets and it's hard to understand the way information is presented. It's sometimes simply not clear whether you are in credit, or if you owe them money.

Good statements and bills have information that is presented logically, complete and easy to read. They also contain histories of the account so the customer can see their usage trends, which are valuable. Good design prevents layouts that are so busy that you don't know what you're actually looking at.

The Papyrus system enables organisations to improve customer satisfaction and communication through improved design. This makes information quickly accessible and reduces calls due to questions about statements to Contact Centres. Some of the features being included in the best designed statements are:

- Use of charts to simplify the document and increase understanding – the software generates the charts dynamically from the customer's data
- Use of colour for logos and variable information such as charts

- Marketing messages can be created using customer data to target individuals with relevant and timely offers and information
- Multiple languages for text and data – depending on customer data, you can combine English with other languages specific to the customer’s needs (particularly important with diverse customer groups)

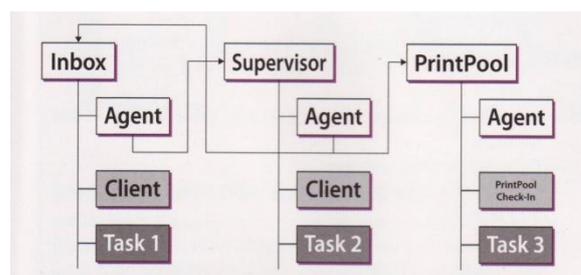


Any customer statement can be viewed from a Web Archive, so Contact Centre staff can easily access the exact document a customer has received. The system can also be set up for Fax on Demand, or e-mail, if a customer needs a duplicate copy of their original statement. Alternatively, customers can be given access to view their statements via the web.

Automated Document Processing

For organisations who have receive high volumes of contacts from customers, particularly via e-mail or letter there is a significant process challenge to ensure those “inbound” contacts are processed efficiently and effectively. Most of these customers will require a response, even if it’s just an acknowledgement, so “outbound” document management is also required.

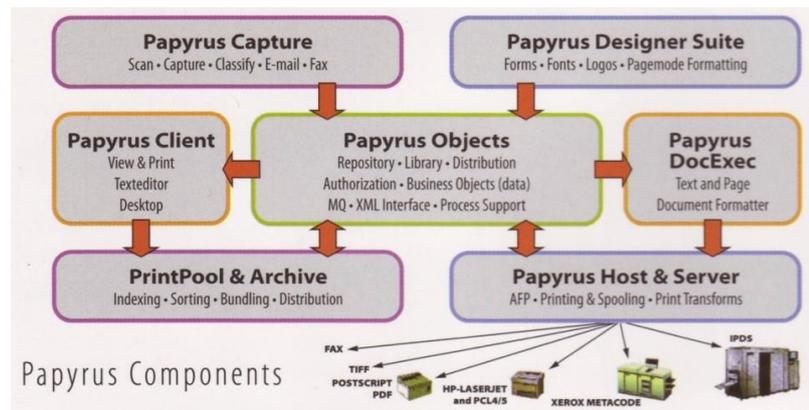
Papyrus provides end-to-end document lifecycle management. Incoming contacts can be captured, classified and have information automatically extracted and verified. Workflow rules enable tasks to be allocated to the appropriate service staff who can then deal with the customer’s needs. Responses can be generated from pre-defined standards, or customised replies can be created and routed via other supervisors for approval, if necessary. Outbound document management takes care of all aspects of document formatting, printing and automatic enveloping.



By adopting this approach, one healthcare insurance provider that created 3000 on-demand letters per day was able to reduce its letter processing time from 3 days to 24 hours and generated huge savings by eliminating pre-printed forms.

More information

ISIS Papyrus provides a wide range of document management systems.



For more information, please contact:

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At Improvement Skills Consulting our consultants have been helping organisations in the private and public sectors to manage and improve their processes for nearly two decades. We work closely in partnership with a number of technology providers.

We are not wedded to a particular methodology. We help clients identify their improvement goals and then develop an approach to achieve these; invariably ensuring their people develop the skills to make further improvements themselves.

Please contact us for more information about how we can help you to manage and improve your processes.

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