

GOTHAER: Email on Demand opens doors.

Harmonising all input channels
for a seamless workflow

AT A GLANCE

- **THE INDUSTRY**

Insurance and financial services

- **THE SITUATION**

Business transaction-relevant emails were sent to a number of different addresses, making it hard to archive them centrally and securely.

- **THE TASK**

Integrating all information on customers and processes by reliably archiving all process-relevant documents from individual mailboxes.

- **THE SOLUTION**

A solution created by [inovoo](#) and Gothaer Systems personnel, as an extension to the existing capture solution, allowed secure storage of all information-relevant emails (including all attachments) as part of a larger process.

- **THE RESULT**

After checking that the format is permitted and archivable, all internal and external communication data is stored in the central archive and is available in the customer's electronic file. Complete transparency for the entire business process is a given, as is access to information, which means customer loyalty is maximised. Employees find the solution easy to use, which allows for fast integration and frees up resources.

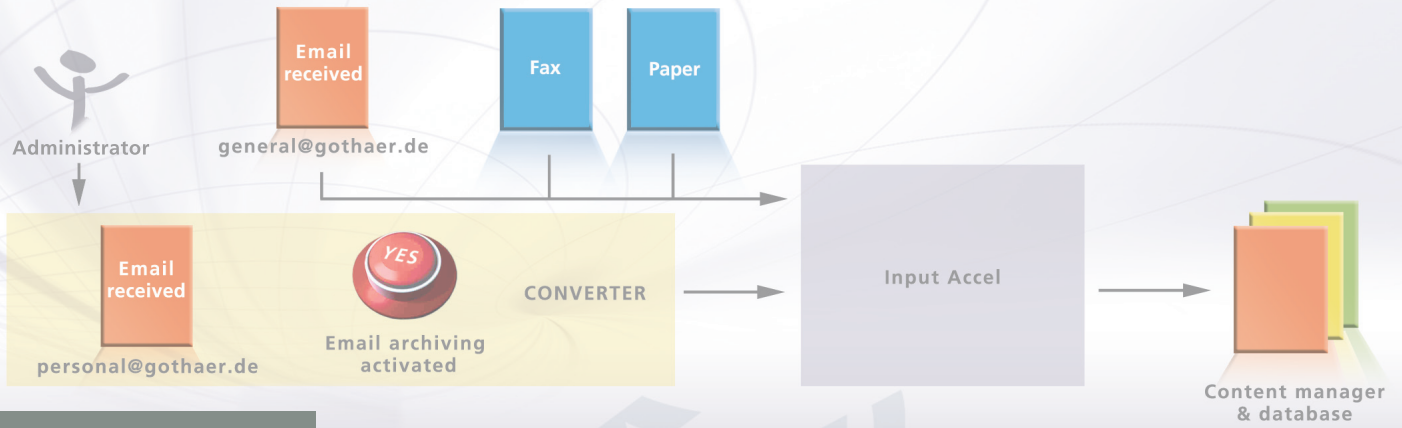
Bundling together a wide range of input channels for internal and external communication, and archiving them in a process-compliant manner: this proved to be a real challenge for Gothaer. Alongside the existing solution for paper-based mail and faxes, the company now also needed to reliably archive business-relevant emails (including attachments) in employees' personal mailboxes, so that they could be accessed again at any time.

THE GOALS

The central goal of the project was for all relevant Gothaer sites, including call centres, processing departments and customer support, to have complete and fast access to customer information.

The project focused on rebuilding the existing capture solution in order to integrate all input channels into the workflow as a whole. This would optimise processes and centrally secure them. At the same time, the project aimed to significantly reduce the time employees spent on reviewing, integrating and adapting incoming mail from individual mailboxes.

Working together with Gothaer, [inovoo](#) integrated a solution that assigns information from emails to existing customer files, alongside all other documents. All the staff have to do is click a button. Whatever format it originally arrived in, all business transaction information is now available in Gothaer's central system for use as and where needed.



GOTHAER

EMAIL ON DEMAND OPENS DOORS.



INGO MÖLLER-BOWLES
Product Manager

"With "Email on Demand", we can now rely on an intelligent solution which provides our specialists with an easy-to-use tool. All business-relevant emails are guaranteed to be integrated into the system as a whole, and all information is available at all times, for everyone involved."

THE CUSTOMER Gothaer

With 3.5 million customers, a premium income of around 4 billion euros and approximately 23 billion euros in capital investment, Gothaer has almost 200 years of experience and is one of Germany's largest insurance companies. The company is positively and convincingly evaluated every year by independent ratings agencies including Fitch and Standard & Poor's.

inovoo is a highly specialized partner in the fields of multi-channel management, customer communications and process automation in the B2C environment. We provide products and solutions for SMEs and large enterprises, covering the entire spectrum of input management, output management, and everything in between – and all from one source.

- 100% integrated solutions → No more isolated applications!
- Integrate all communications channels → Traditional mails and faxes, email and web, and even mobile devices!
- Holistic processing → One system covering input, process and output management!

THE RESULTS

The recipient of an email works with it as required and, based on a list of criteria developed by Gothaer, judges whether it needs to be archived. If the email is relevant enough, the user can begin archiving the email and assigning it to a given business transaction from within Lotus Notes. Email attachments are checked to see whether their format is permitted. If all attachments meet the necessary requirements, the email in its original format and all of its attachments are prepared for further processing along with a newly-generated index file. All of this is then converted to the preferred archive format.

The input management system creates an image file and an index file for every email, interprets them and hands over the images and values as a single item to the document management system. In this way, all information within an email, including attachments, is available in a central location, however it originally arrived and in whatever form. And all this thanks to the solution created by inovoo and Gothaer Systems. All internal and external data relating to the entire process (an opinion on a claim, for example) is available in one place.

- Fast, secure archiving of all process-relevant data and documents from personal emails
- All information, on all transactions, all in one place
- All available information from all media types
- Prompt, proper resolution of a transaction is guaranteed.

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