

KEY FEATURES: XML, Fulfilment, Systems Migration

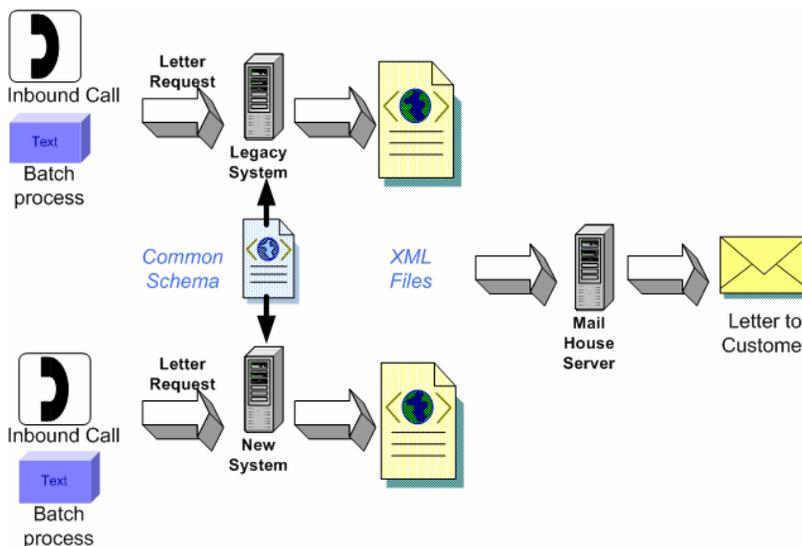
An insurance company sends out a large variety of letters to customers via a specialist fulfilment company. Each new product requires its own letters and variations to some existing letters. Managing the ongoing refinement of letters and the seamless introduction of new products and their fulfilment streams was becoming a constant challenge. The original file transfer method used a flat file format. To overcome previous issues the business had started to use XML for new products. When a new insurance policy management system was being implemented, XML was chosen as the file format but with different schemas to the legacy system.

The problem: The cost and time of fulfilment management was growing disproportionately to other systems work. This was impacting launch dates of new products. Processing times on the old system had ballooned with the growth of the business. The transitioning from the old system to the new system added to the need to streamline fulfilment.

The resolution: Mintec staff proposed the adoption of XML based fulfilment across all products and the use of common schemas across the two systems and, where possible, across products. At the same time, business and fulfilment company also proposed adopting the use of the Dialog letter development and fulfilment system. The use of Dialog would enable the letter development to be brought inhouse, streamlining development and maintenance of letters while also simplifying the deployment process.

Management embraced the concept and a joint team of IT and Fulfilment developers was formed. The business also used the redevelopment to rationalize some of the letters.

Mintec staff recommended that the initiatives be implemented in three waves of products. This would allow the benefits of the change for the highest value products to be realized sooner, the learnings to be applied to future waves and the work loads to be smoothed for the key resources such as Quality Assurance team, user representatives and the fulfilment house.



The outcome:

- The business now has a consistent fulfilment process across the old and new systems avoiding any fulfilment issues during transition of products and policies to the new system.
- Run times on the old system have been reduced from 4-5 hrs per night to 15 minutes.
- Changes to letters are now measured in days rather than weeks.
- The launch of new products is now less dependent on the fulfilment development activity.