

# Bringing Customers on a Paperless Journey

Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Financial Services icon invested in leading-edge “paperless document” technology &amp; needed to convince Customers to convert to online self-service.</li><li>• Timeframes were tight &amp; volumes challenging in order to reach the target ROI</li><li>• Compliance environment restricted options</li><li>• Existing conversion processes were achieving the target</li></ul>	<ul style="list-style-type: none"><li>• Review of existing processes identified opportunities for rapid improvement which were implemented with success.</li><li>• Incentives were designed &amp; incorporated into Customer communications.</li><li>• Processes &amp; campaign messages continued to be revised based on analysis of results with continued improvement in both.</li></ul>	<ul style="list-style-type: none"><li>• Customer acquisition target achieved.</li><li>• Significant savings in costs &amp; a reduction in carbon footprint &amp; environmental impact.</li></ul>

