

## Case Study:

### Providing a global solution for The Bank of Tokyo



“ IT Directors are always under pressure to turn up new solutions to help these businesses stay competitive ”

Giles Hill  
Managing Director, Sefas UK

## Background

Many companies plan for global expansion, but few actually get to see it through. However, thanks to the flexibility of Open Print, this is exactly what Sefas is helping its clients to achieve.

As Bank of Tokyo Mitsubishi UFJ (Bank of Tokyo) continues its growth in Europe, the need to deliver world-class communications to its customers has never been greater. This means providing the highest standard of service and integrity, down to every last statement and letter the bank produces.

The Bank of Tokyo's network of more than 750 local branches and 75 European offices has grown steadily over the years, based on the strength of its customer service.

Following the merger of Bank of Tokyo-Mitsubishi Ltd and UFJ Bank Ltd in 2006, there was a new impetus to drive the company's expansion forward, with the aim of becoming the world's premier financial group.

## Customer Background

Established in 1919, Bank of Tokyo serves as the core retail and commercial banking arm of the Mitsubishi UFJ Financial Group, Japan's largest financial services company, employing more than 33,000 staff worldwide.

# The Challenge

The Bank of Tokyo was looking for a global IT solution, which would allow it to consolidate and improve its document production processes throughout Europe. Sefas was appointed by the bank's European HQ in London to create a platform through which they could manage its European-wide production.

The success of the project was critical to Bank of Tokyo's commitment to serving its customers, as well as to safeguard its reputation.

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Working in partnership with Bank of Tokyo, Sefas was tasked to:

- Refine customer communications by allowing for suppression of unwanted documents, to improve the customers' experience
- Create a centralised solution which could handle many different documents from various locations around Europe
- Automate time consuming manual processes to increase productivity
- Provide a solution that could deliver "Host to Post" audit and integrity
- Ensure that the Bank of Tokyo's in-house IT staff received the necessary training and support throughout the project.
- Agree a licensing model based on volume, which would allow the Bank to acquire the solution at relatively low cost initially, and then up-scale as volumes increased.

The aim was to create a single Automated Document Factory (ADF) environment which would enhance customer communications and unify Bank of Tokyo's print and mailing processes.

## The Solution



Sefas used Open Print to improve the format of the bank's statements and improve integrity. Barcodes were introduced to enable each document to be tracked and identified individually, and a new automatic mailing machine was purchased. Furthermore, Sefas designed and delivered tailored training courses and offer consultancy support to enable the Bank of Tokyo to develop and roll out its own applications in-house.

Open Print was used to re-engineer existing documents to introduce barcodes and reposition key data to make them more user-friendly .

“Sefas worked in close consultation with Bank of Tokyo to conduct a full in-depth analysis of their needs and existing infrastructure. Our team then proofed and tested the concept, as well as running consultancy workshops to refine the design and provide the bank with a detailed breakdown of costs.

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## The Results

Sefas Open Print allows the Bank of Tokyo to optimise its ability to control, produce and distribute business critical documents. It combines design, print and distribution into a fluid, all-in-one system, managing the entire document production process from conception to distribution; ensuring cost efficiency, as well as data integrity.

Reprints are much easier with the new system and Bank of Tokyo now has complete control and visibility of every document it prints. Print turnaround times have been reduced through automatic preparation and handling. The software can intelligently sort documents prior to printing and, where appropriate, group all the documents going to the same recipient. A decision can then be made to send the communication either electronically or physically, dependant on the customer's expressed preference. For physical prints, appropriate integrity markings are added to allow secure, fully automatic processing on the mailer. This has significantly reduced the costs associated with producing and mailing essential banking correspondence.

## The Results continued..

Customer satisfaction has also improved thanks to the introduction of mail suppression, which allows customers to pick and choose which communications they receive. At a time when consumers are increasingly switching to e-mail communications, this facility allows the bank to reduce its print runs, thus conserving environmental resources and reducing postal costs.

The bank's drive for efficiency has also cut down manual processes. Previously, the bank employed five people to process its mail seven hours a day. With the new Open Print solution up and running, three operators are processing the mail in a fraction of the time. This has allowed the Bank to redeploy staff, improve mail integrity and significantly increase the volume of post they can accommodate.

"Sefas's Open Print software facilitates the optimisation of customer communications, by enabling banks to use transactional documents to carry relevant and valuable information about additional services the customer will benefit from. This not only ticks boxes for increased customer focus and cost reduction, but also for environmental concerns over the need for waste reduction." Giles Hill, Managing Director, Sefas UK.

## The Future

The Bank of Tokyo is now carrying out the bulk of its integration and application development work internally. Following the successful launch of the Open Print solution, the bank has begun to use capability of their London ADF, to add value across their key European operations in Dusseldorf, Paris and Amsterdam. They can also see further potential across their global network.

## About Sefas

Sefas is a global leader in document production. Established in 1991, Sefas leads the document composition industry in terms of innovation, performance and flexibility.

With Sefas's software capabilities, you are able to easily optimise your document production to gain flexibility in the creation and the management of your document templates for multi-channel distribution. You will ensure the quality and integrity of your documents, while maintaining brand identity and meeting budget expectations.