



Green Credit uses LaserNet to replace bland ‘standard letters’ with ‘dialogue marketing’ communications

Overview

■ Challenge

To automate the creation of customer orientated communications, with highly personalised content

To simplify and accelerate document and letter set up and subsequent maintenance

To make sure that the 30+ mortgage documents look like they have been individually created, rather than look like standard documents

Automatic printing of related documents in one operation

Central maintenance for distributed regional offices

■ IT Applications

Microsoft.net
WIN 2003
XML

■ Solution

LaserNet Server and Developer
LaserNet PDF Server and mail
LaserNet XML IN

■ Why LaserNet?

Flexible platform

Impressive track record

Substantial cost and time savings with using LaserNet compared to inhouse output development

■ Is it for you?

LaserNet is compatible with all IT applications and IT platforms, and it reduces document production and distribution costs. Additionally LaserNet enables your company to deliver documents in various formats to your partners.



Jesper Kjærulff IT Manager, Green Credit: “We wish to stand out as Denmark’s youngest and most modern consumer lending company. For this reason we use information technology as much as possible to optimise our administration and communication systems.

Our loan authorisation process is 100% web-based and we’ve chosen LaserNet as it is one of the market’s most advanced tools for handling the ‘fulfilment’ process—in other words, to print all the documents, cheques, letters, invoices and so on that are part of a loan agreement,” says Jesper Kjærulff.

Jesper Kjærulff is IT Manager for Green Credit, Denmark’s newest credit company, which was established in October 2005 and markets itself with slogans such as “Putting the customer back in charge” and “We make it easy for you”.

These slogans reflect the way the company communicates with their customers by letter and with the documents they send. Jesper Kjærulff describes the company policy as follows:

“So far, we’ve designed more than 30 different documents with LaserNet. The software has helped us enormously with the creation of individually tailored customer specific letters. It was easy to insert our various and changeable ‘legal statements’ such as the terms of a loan agreement into the appropriate paragraphs and in the same font and style as the rest of the letter.”

Output & Document Management

"With LaserNet, this individualisation is entirely automatic and is based on the individual customers details contained in the print data received from the administration system."

Dialogue marketing

"This means that LaserNet is an integral part of our effort to realise the highly personal 'dialogue marketing' approach that is such a key aspect of our image. LaserNet makes it possible to realise our aim of communicating at a visual level with our customers, as well as enabling us to implement new marketing initiatives at short notice."

Green Credit developed its own administrative system on Microsoft's .Net platform, because no standard system could meet the company's many advanced requirements. The company considered doing the same when deciding on an output solution, explains Jesper Kjærulff:

"Before we made the decision, we looked at three existing products and compared them to each other and to the possibility of developing our own solution. LaserNet proved to be the right solution with its advanced, flexible basic platform and impressive track record with many successful installation references. Also, its price was extremely reasonable, considering its functionality. So we abandoned the idea of doing it ourselves and chose LaserNet. Our decision was soon proved to be the right one."

"LaserNet is a fast and easy output management tool"



The Programmer responsible for the operation of LaserNet at Green Credit is Pernille Bergman. She says that LaserNet has fully lived up to the company's high expectations.

"LaserNet gives us fantastic opportunities to define and individualise the letters and documents that we send to our customers. There is no limit to what you can do, and it is a fast and easy tool for designing new forms. It also allows us to change the appearance and content of the forms according to the data that comes from the administrative system."

For example, when the company has to print out new loan agreements, LaserNet ensures that all the documents belonging to one particular posting (e.g. a loan document, initial letter and a cheque) are printed in order, with a sheet divider to separate each customers documents.

The company can choose between A3 and A4 formats and print on pre-printed cheque forms, all on the same printer with three paper trays.

Everything stored in PDF format

All documents are automatically converted to PDF format before being printed, and then stored in the individual customer's folder in the administrative system.

This means that Green Credit is a practically paper-free company, in accordance with its aim of being a company that exploits the possibilities of IT to the fullest. For this reason, the company also demanded that XML be used for data exchange. But this did not go quite according to plan, notes Pernille Bergman:

"It took longer than we planned for the XML exchange to be set up, largely because we had to create our own XML schema and we all underestimated how long this would take. However, EFS did make the issue their top priority. The support was – and still is – first-rate, and the XML problems were quickly resolved, without any delays to the overall schedule."

Next step: email

As a result of the success of the installation, the company is now ready to try out some more of LaserNet's possibilities.

Pernille Bergman adds: "LaserNet can do much more than we have had time to explore in the 3-4 months that we've had it. One of the things we want to implement soon is to give customers the option of receiving letters and statements by email. This can be done in several ways, for example in HTML format directly in the email, or in the form of PDF attachments. We haven't yet decided exactly how we want to do it, but regardless of what we choose, we will dramatically reduce our paper, postage and handling costs. Moreover, the letters will reach the customers almost as soon as they have been created. Fantastic!"

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