



Setting free business

O2 Centralises Document Processing and Improves Customer Relations through Box-it's Outsourced Electronic Mailroom Service

"The main criteria was the experience and capability of the outsourcer to handle the project. We looked for a provider that was well established and large enough to cope."

"Stortext was able to show it had the flexibility, scalability and responsiveness we needed."

Richard Clarke O2

Introduction

O2 is a leading provider of mobile services to consumers and business throughout the UK, Ireland and Europe. In addition to voice it offers text, media, messaging, games, music and video, as well as always-on-data connections via GPRS, 3G and WAN.

With Box-it you can

A large proportion of customer correspondence to O2 was in paper format, causing problems when it came to multiple departments utilising documents. Correspondence was delivered to various offices, making it difficult to keep track of items or process them efficiently. The paper based process made it difficult to respond efficiently to customer queries. Customer Service Agents staffing the customer call centres had to manually seek out paper records, "It was very difficult to provide a good experience to someone who calls into our centres about a letter if the CSR cannot see the letter or the reply subsequently sent", explains Richard Clarke – O2.

The Solution

O2 decided it needed a means of electronically processing this correspondence while fundamentally reorganising the entire method of receiving mail by centralising the process. Yet it was dealing with an unknown entity to some degree - "one of the problems we had is that it is very difficult to quantify and know where a document was, how old it was, etc", says Clarke.

To solve the problem O2 needed a supplier capable of performing Electronic Mailroom (EMR) services for the receipt, classification, scanning and indexing of a large quantity (more than 40,000 items pcm) and would be capable of feeding output back to O2's business line systems.

"In 3 months there has been a 100% increase in correspondence handled by a team that has reduced by 20%."

Benefits Realisation Delivery Manager



Enhanced Process

The new process includes provision of PO Box addresses unique to O2. Mail is collected at 6.00 a.m. every morning and subjected to the agreed scanning and indexing process. Separate processing rules apply where correspondence includes remittances or returned asset's.

This results in processed mail being available in digital form to O2 staff via allocated work-queues within O2's Electronic Document Management systems from 7.30 a.m. onwards – we contractually commit to processing all mail items by 9.30 a.m. each day.

O2 can now complete mail processing on the same day. Previously mail sent via the various office locations would often not reach the agents desk until late afternoon or even on the following day.

As a result of engaging Box-it, staff productivity and customer service performance have improved considerably.

Extended Offering

Since launch of the original solution, services have since been extended to include Customer Complaints and Nuisance Call Bureaux.

Benefits Overview

- Increase in staff productivity, with certain tasks outsourced to Box-it, freeing their time and resources.
- With staff able to concentrate on important tasks, customer service has seen a marked improvement in pick rate and fast resolution.
- O2 now has the capability of completing a mail process same day.
- Processed mail now available in digital form to O2 staff.

Find out more

If you want to find out more or need any additional help in operating the Box-it system please do not hesitate to call us on

Freephone 0800 22 07 07