



Goals:

- Improve document personalization.
- Decrease turnaround time.
- Give users control of letter creation and generation (e-mail).
- Reduce the drain on programming resources.

Challenge:

The use of three disparate systems to produce documents and client communications was affecting productivity, morale and the ability to service clients on a timely basis.

Cincom Document Solutions:

MTL now creates all policies and in-force illustrations using Cincom Document Solutions. Document development no longer requires many programming resources, and accurate, personalized and professional documents can be securely e-mailed to clients on demand.

Key Results:

- 200% increase in document coding productivity
- 60% reduction in document production time
- Greatly minimized need for programming resources
- Professional, uniform appearance of policies and documents
- Accurate, personalized documents created and generated directly by users
- One location (instead of three) for users to request and create their documents
- Documents produced and securely e-mailed to clients on-demand
- Ability to exceed customer expectations – every time!

Profile in Success: **MTL Insurance Company**

MTL Insurance Cuts Document Production Time by 60% With Cincom Document Solutions

(And reaps a 200% increase in document coding productivity as well!)



Situation: Headquartered in Oak Brook, Illinois, MTL Insurance Company is licensed in 46 states and the District of Columbia, with over 275 sales and service offices throughout the U.S. Founded in 1904, MTL has over \$1 billion in assets and over five billion dollars of insurance in force. Rated "A" by A.M. Best, the company offers whole life products, as well as term, universal life and annuities, and is proud of its long record of service to policy owners. Dividends have been paid every year since its founding.

With MTL's long history of financial integrity and dependability, maintaining superior service to policy owners was of primary importance. However, years of producing client correspondence using multiple systems that were not "user-friendly" were taking their toll. Production of policies and documents had become unwieldy and took up time that could be better spent on servicing clients. The time had come to update cumbersome document production technology in order to continue MTL's tradition of excellent service to its policy owners.

MTL's Internal Projects Initiatives Group

MTL's Internal Projects Initiatives (IPI) group is responsible for the testing and delivery of new products and product enhancements, as well as coding and maintaining the product tables for all current and past insurance policies. A successful implementation is dependent upon users from multiple areas of the company coming together to establish a model office group to thoroughly test all facets of the new insurance product. IPI is also an integral part of user front-end screen development and the evaluation and implementation of new software products used in the administration of the business.

"With Cincom, we have the ability to provide new products to our customers, with an enhanced presentation, faster than ever before. The reduction in cost to us ultimately results in an increase in dividends for our policy owners."

– Kathleen Biver, Manager, Internal Projects Initiatives, MTL Insurance Company

The Challenge

Correspondence was being created and distributed by multiple systems: one for system-generated letters, another for policy generation and a third for on-demand letters. The systems were not user-friendly and often required much manual intervention. Most times the process required a programmer's involvement for coding and maintenance of the documents. Something had to be done.

Cincom and the Quadrant Logo are registered trademarks of Cincom Systems, Inc. All other trademarks belong to their respective companies.

© 2005 Cincom Systems, Inc.
FORM ID030623-1 11/05
Printed in U.S.A.
All Rights Reserved

World Headquarters • Cincinnati, OH USA • US 1-800-2CINCOM
Fax 1-513-612-2000 • International 1-513-612-2769
E-mail info@cincom.com • <http://www.cincom.com>



The Search

Once the parameters were identified, MTL reviewed several document preparation systems prior to deciding that Cincom best suited their needs. Cincom's solution had the functionality and flexibility needed, and was also user-friendly. Additionally, other Cincom clients MTL interviewed provided very positive references.

The Results

According to Kathleen Biver, Manager of MTL's Internal Projects Initiatives, "Prior to installing Cincom's solution, it could take a week or more to develop just a few of the documents needed to produce a policy for a new product. With Cincom, the same task can be completed in a couple of days. Now that we have been using the software for over a year, we have found that the development time needed to code for new products has continued to decrease. Initially a developer could create 10-15 documents within an eight-hour day. Currently a developer can create 30-40 documents within the same amount of time.

"The look of our policies has also been improved. The multiple systems that were used prior to installing Cincom's solution did not allow for a uniform output. Cincom minimizes the need for programming resources to code or maintain documents, while providing end-users with one location to request and create on-demand documents. Cincom also provides the ability to e-mail protected letters and forms to clients. Since all of MTL's documents are now created with the same system, they are uniform in appearance."

Cincom Support

Biver continues, "Were it not for the help we received from Cincom support, we would not be nearly as far along as we are. Cincom's support staff is extremely knowledgeable about the products and the way we use them. The response time we receive when needing assistance is exceptional."

"Additionally, the time and resources needed to modify existing documents has been decreased significantly. If our customer requests a change, it can be completed immediately. This would have not been possible prior to the implementation of Cincom's solution."