

# The French Antilles Bank — Consolidating and Securing Mail Printing Services via Esker



## Banque des Antilles Françaises

Firmly anchored in the West Indies-Guyanese sociological landscape, the French Antilles Bank has been in existence for over 160 years. Providing innovative and personalized account management, savings and investment, and financing and insurance solutions, the French Antilles Bank has 22 agencies and three business centers in Martinique, Guadeloupe, Saint Martin, St. Barts and Guyana. In 2009, the bank became a subsidiary of the BPCE group, the second largest French banking group, created from the merger of the Caisse d'Épargne and the Banque Populaire.

### Banking

In 2011, the French Antilles Bank launched a vast revamping of its printing services that included implementing real-time mail tracking and meeting the banking profession's strict regulatory requirements. By selecting Esker, the French Antilles Bank is now able to send its monthly volume of 25,000 letters more efficiently, more reliably, and with guaranteed traceability.

### Background

In the past, the French Antilles Bank's mail was manually processed and sent by its internal mail service and agencies. With no means to track sent mail, the bank was forced to send all regulated mail as registered letters with acknowledgements of receipt. Beyond the high costs and the lack of traceability, this setup also led to frequent printer paper jams, delays in sending and mailroom overload.

### The Challenge

Faced with growing costs, lack of visibility and inefficient manual handling, the French Antilles Bank realized it was time to rethink its entire printing process. Their objective: Quickly and seamlessly implement a reliable mail automation solution featuring real-time tracking, and without making costly investments in hardware, software or maintenance.

After initially working with another leading solution provider, the bank wanted to put in place a new solution that delivered exceptional reliability and traceability.

“After several weeks of testing solutions from three vendors, Esker won us over. They brought us true added value as a software developer and offered the best solution in terms of traceability and adaptability to meet our needs. Esker's expertise and professionalism at all levels were also significant components in our decision.”

Nathalie Joly ■ Project Manager for Executive Management ■ The French Antilles Bank

### Solution: Esker Mail Services

Today, with Esker, the French Antilles Bank sends over 25,000 letters per month, one-third of which are registered letters.

#### ■ Setup.

The Esker solution was interfaced with Citrix, the French Antilles Bank's management solution, to automate mail sending. Today, employees no longer have to configure each letter for sending — it is now set up by default, with mail being sent in just a few clicks.

- **Real-time tracking in business applications.**

All tracking information is fed in real-time into the French Antilles Bank's business application, delivering 100% visibility and traceability to each mail piece. The information is then automatically attached to the corresponding customer record.

- **Confidential sending.**

The French Antilles Bank is able to create different and independent user accounts to guarantee the confidentiality between services (e.g., HR, litigation, etc.).

- **Programmed sending.**

The legal department is able to program the sending of mail (e.g., letters to terminate leases) ahead of time, and mail is automatically sent on the date programmed.

“ We have received very positive feedback internally. The Esker solution is user-friendly, intuitive and the integration is completely transparent to our staff. In just three mouse clicks, a letter is sent and the real-time status is visible directly within our business application. ”

Nathalie Joly ▪ Project Manager for Executive Management ▪ The French Antilles Bank

## Benefits

Thanks to the implementation of the Esker solution, the French Antilles Bank benefits from numerous advantages including:

- **Reliability and complete traceability of sent mail:** The bank can now be in full compliance with the regulatory requirements of the banking industry.
- **Internal time savings and increased productivity:** Outsourcing the sending of mail has lightened the work load of the mail department and enables employees to focus on more value-added activities.
- **Improved internal information sharing:** All letters are instantly available for review at any level of processing.
- **Improved customer service:** Improved traceability, and being able to automatically attach a letter to its corresponding customer record, has reduced litigation related to the loss of mail.
- **Standardized and secure workflow:** The uniformity of the different letters, types and access rights to documents based on user profiles ensures confidentiality.

Following the successful implementation at the sales level, the French Antilles Bank's internal support service is now being equipped with Esker Mail Services. The French Antilles Bank also plans to outsource the sending of other types of documents, as well as implement Esker Cloud Fax Services and electronic archiving.