



GeniSys

Finding new ways to benefit from Esker DeliveryWare features



Toronto-based GeniSys is a full-service, business process outsourcing (BPO) company focusing on North American life insurance clients. When they chose Esker DeliveryWare to centralize faxing and streamline policy underwriting, GeniSys didn't realize how many more ways Esker DeliveryWare could improve their business.

Phase I Challenge: Reduce policy turnaround time

In 2002 GeniSys realized the need to reduce the time between point of application and issuance of policies to meet policyholder expectations, while allowing agents to collect premiums and receive commissions faster. They needed to automate sending, receiving, and routing of faxes from any host application to streamline policy underwriting workflow.

Solution: Esker DeliveryWare

Esker DeliveryWare provided GeniSys with the requirements they had originally assessed as necessary to achieve their goals for centralized faxing, as well as the ability to route information to recipients via web, email, fax, print, or wireless based on recipients' requirements. Since policy information is web-based, the support of web delivery options was a major benefit.

Phase II Challenge: Employ file imaging, file transport, and indexing in fax processes

Esker DeliveryWare had been meeting GeniSys' faxing needs for about two years when the need to broaden fax capabilities, further reduce paper volume, and limit manual intervention arose. To the great delight of GeniSys, they found that Esker DeliveryWare offered many features they had not been using and that they could employ for fewer errors and greater time and money savings. Jim Brown, Network Manager at GeniSys, recalled, "We looked at what Esker DeliveryWare could do and what we were not taking advantage of, then started using more of its functionality."

Solution: Using more features already available with Esker DeliveryWare

GeniSys wanted to incorporate indexing, file imaging, and file transport into their fax flow. To implement the indexing,

GeniSys added an HP® Digital Sender and a second fax board. The file transport and file conversion capabilities were Esker DeliveryWare features that became valuable assets to this streamlining process.

Now brokers send standard fax input, which comes in through fax via Esker DeliveryWare, and that information is transported to a mailbox via Microsoft Exchange. The form that comes out of Microsoft Outlook® goes through the character recognition application, where it is converted to a TIFF file, which is then transported over to the AS/400 for image and document retrieval. It goes through VB Script that manages the fax and dynamically indexes it, at which time it is transported to the AS/400 for image retrieval.

Benefits/future improvements

With Esker DeliveryWare, GeniSys ultimately reduced their policy turnaround time to a rate that is 30% faster than the industry standard. Esker DeliveryWare also provides GeniSys with stability and a solid foundation for handling growing document delivery demands. As Brown stated, "For future growth all we have to add is additional phone lines. We have the volume and the horsepower behind the servers to manage the incoming data. Thoughtfully planned out, we will not have a concern with growth."

As GeniSys continues to grow and expand its use of Esker DeliveryWare, Esker is there to help. "Esker tech support is excellent and always provides a lot of creative and imaginative solutions," said Brown. For more information about GeniSys, visit www.genisysoutsourcing.com.

Getting new business processed quickly and accurately is key to our customer's success. Esker DeliveryWare helps us meet and exceed their expectations.

Jim Brown ■ Network Manager

© 2010 Esker S.A. All rights reserved. Esker and the Esker logo are registered trademarks of Esker S.A. in the U.S. and other countries. All other trademarks are the property of their respective owners.



For more information:

Americas ■ www.esker.com
Australia ■ www.esker.com.au
France ■ www.esker.fr

Germany ■ www.esker.de
Italy ■ www.esker.it
Singapore ■ www.esker.com.sg

Spain ■ www.esker.es
United Kingdom ■ www.esker.co.uk