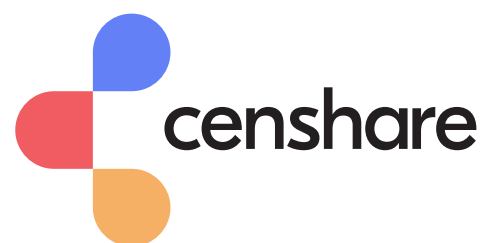


Tailoring Content for Pension Providers: This Time it's Personal



AZL depends on censhare's omnichannel content platform to help pension funds in the Netherlands connect with more than 1 million customers.



master your content



“It would take many days to make a change using our old system. In the censhare demonstrations it was just a push of a button. People could see it, otherwise they may not have believed it.”

Peter Lemmens, Consultant Change, AZL

“Our customers see new potential and are asking if they can do new things in their letters. They’re also asking about other channels and can see new opportunities thanks to the censhare solution.”

Peter Lemmens, Consultant Change, AZL

At a glance

Industry

Pensions Management

Products

- Digital Asset Management
- Content Management

Business need

With its old approach to customer communications typically taking six weeks to deliver new information to pension holders, AZL needed a fast and flexible way to generate personalized letters and marketing information on behalf of its pension provider clients.

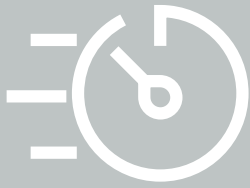
Responding to the Rise of Grey Power

Calls are growing across the industry for greater personalization and transparency for pension holders. The days are gone when an annual letter was all the communication pension holders expected. Instead, they increasingly demand more relevant, personalized communications to help put them in the driver’s seat when it comes to their savings.

AZL manages administration and customer communications for about 50 Dutch pension funds responsible for the savings of more than a million people. Each pension fund has its own way of doing things and AZL must manage every change in customer communications securely — whether legal or personal — in line with tight financial regulations. Demand for more flexibility has also been growing from AZL’s pension provider clients. They want to generate customized letters and other communications quickly, so they can interact more effectively with pension holders who may already enjoy a personalized experience with banks and other service providers.

AZL realized that its existing systems would not be able to keep pace, so it brought in a consultant to find a better way by researching various options, including censhare.

Business Results



75%
faster to implement
content changes



1m+
pension holders
kept up to date



700+
crucial content
changes every year



0
hours wasted on
repetitive work

The Quest for a Truly Flexible System

AZL's previous system was based on simple templates, which made it difficult and time-consuming to vary the content or format of letters from its many pension fund customers to pension holders. For example, even simple changes like replacing a signature could take up to 45 days, with each change having to be checked, tested and signed off. And if a mailing went out from more than one pension fund, it would multiply the workload to match — with about 50 pension funds affected, the resulting workload was huge.

Both AZL's customers and its team were increasingly dissatisfied with such delays and wondered why things could not go any faster.

AZL's chosen consultant recommended censhare as the most likely to deliver a solution quickly. He asked for a

proof-of-concept demonstration to show how censhare's content management system would handle various use cases in a reconstruction of a live situation.

One of the most important use cases for AZL is to correctly mix and match paragraphs of prepared text and images within a letter that has been individualized for multiple brands. This enables AZL to offer relevant and approved content that can be easily selected, adapted and used by each pension fund according to its business rules — a huge time saving for each pension fund.

The demonstration showed that the censhare system could successfully turnaround a new mailing at least 75% faster than the old system — and in many cases way faster, also thanks to the smooth approval process.

"When the proof-of-concept was shown it put a smile on people's faces," says Peter Lemmens, Consultant Change with AZL. "This was the decision point."

Sprinting Ahead for an Agile Deployment

censhare adopted an agile approach, dividing the project into sprints of two weeks, first establishing the 'minimum viable product' (MVP) needed to provide an end-to-end solution for creating personalized customer letters. These were followed by sprints focused on optimizing user experience and security. Lemmens says it was a new way of working for AZL: "We were not used to using agile methodologies and people were sceptical. But during implementation that feeling went the other way as people saw the fast progress we were making."

AZL opted for hosting the censhare platform on AZL's own premises and hardware, where it is now fully live and in use by its customers.

Optimize Now, Explore in Future

The new system is already having a positive impact on AZL's team and its customers as they benefit from the efficiency demonstrated in the proof-of-concept. Not only can AZL now tailor communications by flexibly assembling all the content for each pension fund, it can also personalize text, swap logos, and change corporate colors much faster than previously. What's more, the elimination of repetitive tasks has also significantly reduced the risk of manual errors.

Lemmens adds that the system is paving the way for AZL to explore new services in the future, such as generating detailed reports for the pension funds. As a second step it is considering ways to improve its digital interactions by feeding content, for example, automatically into the pension funds' web portals. However, he stresses that the company's initial priority is to optimize its current offer for clients: "We're still learning and we need to do new things at the right speed. We're focusing first on quality and then we will go further."

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"Putting back the smiles on the faces of the staff is really a big achievement."

Peter Lemmens, Consultant Change, AZL

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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