

AUTOMATING DIGITAL DOCUMENT- MANAGEMENT PROCESSES



Capgemini helped a credit-card issuing company get a handle on its documentation and asset management

The Challenge

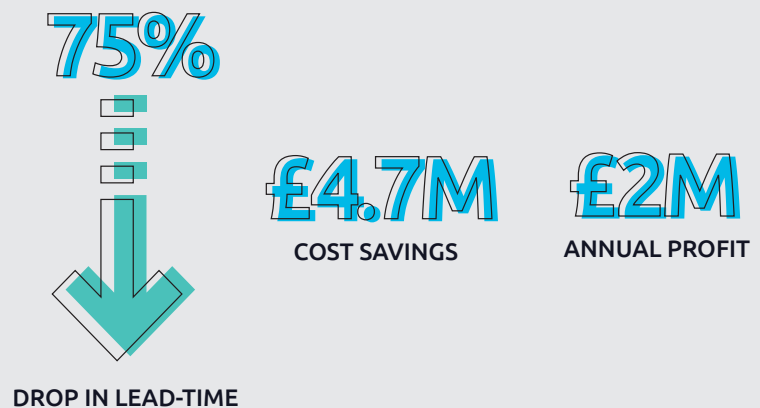
A credit-card issuing company was relying on manual processes to manage a large volume of card application documents. It took up to 90 days to process one application because there was no central repository for storing assets and no data-driven decisioning system. The entire workflow was email dependent, leading to slow decision making.

The Solution

Capgemini worked with the issuing company to automate the approval workflows and create a central repository to store, edit, and manage digital content. Powered by Adobe, the system allowed marketers to manage the digital content, including the ability to create, edit, approve, store, search, and activate based on powerful analytics within the customer journey.

The Outcome

Automating the credit issuing process based on customer data and historical analytics allowed the company to reduce lead time by nearly 75 percent. This resulted in a £4.7 million cost savings while adding £2 million to the company's annual profit.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE ANALYTICS

ADOBE TARGET

About Capgemini

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