

MANAGING RETURNS WITH LETTER ID

MIGROS BANK: SEAMLESS, SECURE AND FLEXIBLE



MIGROSBANK

Manually processing returns had become more and more of a ball and chain for Migros Bank. Returns posed a difficult challenge for in-house receiving points. Identifying and registering the reasons for returns was done manually and took a great deal of time. Internal distribution did not always work efficiently either. Returns often took a roundabout route in reaching the departments responsible for processing. Letter ID has helped Migros Bank put an end to this problematic situation.

Migros Bank

Migros Bank is a renowned Swiss universal bank founded in 1958 by Gottlieb Duttweiler. It is a cooperative organization and is owned entirely by the Federation of Migros Cooperatives. Migros Bank focuses primarily on retail banking: Approximately 800,000 customers across Switzerland make use of its wide range of financial services, which cover the entire spectrum of banking business for private and corporate customers.

The challenge

For companies that send large quantities of letters on a regular basis, manually processing returns involves a great deal of expenditure in terms of staff and finances. Migros Bank struggled in this area with a tedious, time-consuming process that delayed the processing of returns and came at a great expense.

Returns were received centrally. Depending on the reason for the return and in accordance with the respective customer situation, the relevant action was triggered in the internal Finnova system (CRM), for example "deleting individual shipping instructions", "stopping further shipments" or "initiating an address enquiry". Additional clarifications were also not an uncommon occurrence. As Migros Bank has a different department responsible for processing returns, depending on the reason for the return, the mail had to be sorted and forwarded to the right places. For example, to the department responsible for address



enquiries or to the department responsible for contacting official agencies and authorities. An additional obstacle in processing was the requirement that unprocessed returns had to be securely stored in the evening for data protection reasons. The internal mail was only able to sort the items roughly, meaning that returns often were not sent directly to the responsible departments. Migros Bank also handled the disposal of returns internally.



SWISS POST

The solution: a largely automated, secure process using Letter ID

Migros Bank sent correspondence to its customers using Letter ID primarily as B Mail. The launch of returns management with Letter ID for A Mail prompted the institute to implement the system right away. The aim was to increase process efficiency, improve processing quality and ensure compliance. In order to prevent misuse, returns with bank cards and codes such as PINs, for example, may not be forwarded to one and the same processing branch.

Swiss Post offers various basic services for returns management. Migros Bank opted for return data to be delivered digitally, including an image of the mail and the qualified disposal of the physical returns by Swiss Post. The instructions are stored in the data matrix code. The returns data with image are available to the responsible employees within a few hours.

Migros Bank uses the individually fillable positions in the data matrix code for the recipient and content information, so that they can indirectly identify the individual customer from the correspondence. The physical returns are professionally shredded by Swiss Post.

The benefits for Migros Bank

The main incentive for introducing Letter ID for postal items was not primarily due to the potential savings it offered Migros Bank. The focus was rather on qualitative optimization of the processes. What was achieved?

- The entire procedure for processing postal returns is faster and more efficient.
- Handling returns has been automated to a large degree. Manual work steps have been simplified and reduced to an absolute minimum.
- The Letter ID solution includes regular reporting and ensures absolute transparency. Migros Bank receives a detailed returns report from Swiss Post every day. Further processing of the data record is fully automated and is carried out in the internal IT system. The bank has developed a special interface for this purpose.
- In the blank spaces of the Letter ID, there is a number identifying the document. This in turn is assigned to the recipient. This means that every single mail item within the Migros Bank systems can be easily identified.
- The returns data and the image of the mail arrive directly at the department responsible for further processing.

What happens next?

The introduction of Letter ID was readily welcomed by all the internal departments involved in returns management. No one could have imagined that such a high degree of automation was possible.

Migros Bank sees additional optimization potential in mass mailing in the area of reporting and evaluation options. "Behind every Migros Bank letter is a Migros Bank service", says a line manager. Customer correspondence is therefore an important indicator of the development of individual banking transactions.

For more information on Letter ID, visit www.swisspost.ch/letterid

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