

# Improve Customer Service and the Perception of the Office through Imaging.

In a highly competitive market, the quality of customer service is a critical factor that determines the financial services' success in capturing market share and growing revenues. Financial documents must be managed efficiently and accurately, and quickly made available to facilitate timely customer service. Any delays caused by lost or unavailable records can result in serious customer dissatisfaction and could result in lost future business.

The typical office can handle roughly 150 to 300 trade confirmations, tax forms, client financial statements, and wealth management documents a day with a total volume of 300 to 500 pages. Financial Services companies are required to keep their financial documents for seven years to comply with SEC and NASD regulations, such as SEC Rule 17a-4. Maintaining records for several years is a costly and time-consuming process. Filing, storing, and retrieving huge volumes of paper documents consumes significant human resources and increases overall labor costs.

The laborious process of sifting through large volumes of paper to retrieve information can take several minutes or even longer - in many cases while a customer waits impatiently on the phone. Often, these situations require a return phone call, which results in the inevitable "phone tag" so that the customer inquiry goes unfulfilled for hours, or even days. For agents and brokers, fast information access is fundamental to offering responsive customer service, a capability that will differentiate them from competitors.

## **Stop the Paper Madness!**

Put an end to the paper with a document management solution. Document management gives you the ability to work a file faster than if you had the actual paper in your hand. When a call comes in users will have the file right in front of them instantly rather than wasting time looking them up or searching through file cabinets. Customer service will increase, the staff's time will be made more efficient, and paper costs will be at a minimum.

The ability to retrieve trade confirmations, financial plans, or other documents pertaining to a customer within seconds, thus eliminating the need to place customers on hold or call the customer back is a major step forward for the office. The immediate printing, faxing and emailing of any document at any time completes a change in expectations for customer service efficiency from both the agency's and the customer's perspective.

Document management also offers an efficient process for sorting, filing, and retrieving records in literally seconds, allowing personnel requirements to be minimized in complying with SEC regulations and NASD standards.



**Eliminate File Cabinets and Paper Files.**

Document management allows an agency to eliminate the creation and retrieval of paper files. All paper files can be stored electronically on removable disks with capacities starting at over 85,000 typical pages per disk (a typical file drawer holds approximately 2,000+ pages), therefore reducing the demand for physical space. The time and space savings will be quite remarkable when evaluating the cost and benefits of implementing a document management solution.

