



Progressive Puts it in Writing



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Kevin Fuller, I/T Manager,
Progressive Insurance

CASE STUDY

Industry

Auto Insurance

Application

Insurance policies and invoices

Printers

Xerox DocuPrint® 180
Xerox DocuPrint® 4635

Solution

DocuSheeter™ DP

Kevin Fuller, I/T manager for Progressive Insurance, doesn’t think the paperless office will be here tomorrow. Progressive, then nation’s fifth largest auto insurer, mails over a quarter-million envelopes a day to its policyholders.

As Kevin explains, “In this business, you put it in writing.”

Kevin oversees the post processing automation facilities at Progressive’s headquarters in Cleveland and regional processing center in Tampa. Recently promoted to this position, Kevin brings to the job the perspective of a printer operator (which is where he got his start) and a detailed understanding of the complexities of insurance.

“We mail an increasingly customized array of print-

to-mail packages,” he says, “containing letters, policies, notices, insurance ID cards, invoices and forms. Every year the number of pieces goes up as our customer base increases.”

To get the job done, Kevin’s team operates twenty Xerox DocuPrint® 180 and 4635 high-speed printers, all of which are fed by Lasermax Roll Systems DocuSheeter™ roll feed systems. Kevin gives Lasermax Roll high marks.

“Our print systems operate 24 hours a day, six days a week. We need to maintain a minimum uptime of 85 percent to meet our obligations,” he says.

“The Lasermax Roll Systems equipment is up 99.5 percent of the time. What’s more, it’s easy to train on, and simple to use. The paper path has been engineered to operate reliably.



“Notifying a customer that his or her policy is ready to renew is the law. Lasermax Roll Systems understands our sense of urgency.”

“Lasermax Roll Systems makes a very clean machine.”

As in other industries, customer contact is becoming more and more a matter of one-on-one marketing. Liability issues, mandates, legal revisions and product development all contribute to make Kevin’s job challenging. Not to mention the steady flow of new customers. Every one is unique.

“Applications drive the paper path,” Kevin notes. “We use the DocuSheeter equipment like a fifth tray application — mixing roll feed with cut sheets to form a continuous print stream. We mix stocks, forms, perforated paper, portrait and landscape orientations — you name it.”

Postal regulations and the increased cost of mailing also play an important role in Kevin’s day. Progressive manages these costs by delivering multiple pieces in each envelope. That, of course, is a challenge for any print room operator.

To keep his document factory on schedule, Kevin approaches staff management with a philosophy he calls “intelligent intervention.” It’s not how often you touch the paper, but how intelligently, he believes.

“We’ve designed the process to assure the highest caliber human intervention. When we touch the

product — usually three times — it’s for reasons of quality control; to do something machinery can’t. The beauty of technology is that it performs a finite process, but it still takes people to make the judgments to guarantee quality in our business,” he says. “With roll feeding, we need fewer operators than with cut sheet operations and our operators understand the whole process.”

As a hands-on guy, Kevin appreciates Lasermax Roll Systems’ hands-on approach to service.

“Our business gets attention,” he says. “Lasermax Roll Systems understands our sense of urgency.”

However many printers he eventually oversees, Kevin has no doubt that they’ll all be roll-fed. As he faces the future, Kevin imagines a world where more and more customer relations will be conducted on-line, but so far, electronic mail is not offsetting the demand for paper mail.

“Insurance is tricky,” he remarks. “In most businesses you can decide when to communicate with your customers. It’s not like that in insurance.

“Notifying a customer that his or her policy is ready to renew is not just a matter of courtesy, it’s the law.”

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