



# IN A TRANSITION TO DIGITAL RECORDS, INSURANCE FIRM ELEVATES EFFICIENCY AND CUSTOMER EXPERIENCE

**“Initially our relationship with Iron Mountain was largely operational, but now its technical and strategic. They are helping us make the transition to digital and achieve our goal of becoming an environmentally sustainable company.”**

**Eric van der Heiden, Manager Content and Output Services, Achmea**



## CHALLENGE

Leading insurance provider Achmea wanted to accelerate its transition to digital records, to reflect changes in customer behaviours. Top priorities were to safeguard confidential data in compliance with legal and industry requirements, while reducing a vast physical archive and making information more accessible to customers and staff.



## SOLUTION

Record Information Management from Iron Mountain includes transporting, logging and storing Achmea physical archives in a secure offsite facility. Files can be scanned for downloading or ordered online via the Iron Mountain Connect™ portal for next-day delivery. Image on Demand offers pay-as-you-go scanning for often-used documents.



## RESULTS

A strategic partnership with Iron Mountain is supporting Achmea on its digital journey. The insurer is reducing physical archives, cutting costs and increasing efficiency. With information more readily available, Achmea can serve customers more effectively: securely, compliantly and sustainably.



**25% reduction**  
in physical archives in the last four years



**Agile digital transformation**  
reflects how customers interact



**Improved customer service**  
through faster data access



**Effective risk management**  
due to greater archive visibility

# OUTSOURCING: THE BEST OPTION FOR PHYSICAL ARCHIVES

**"To carry out our core activity, we need customer data to be available, secure and legally compliant. Iron Mountain expertise and resources are essential to achieving that."**

**Eric van der Heiden, Manager Content and Output Services, Achmea**

## ENSURING COMPLIANCE WHILE MITIGATING RISK

### Protecting precious assets

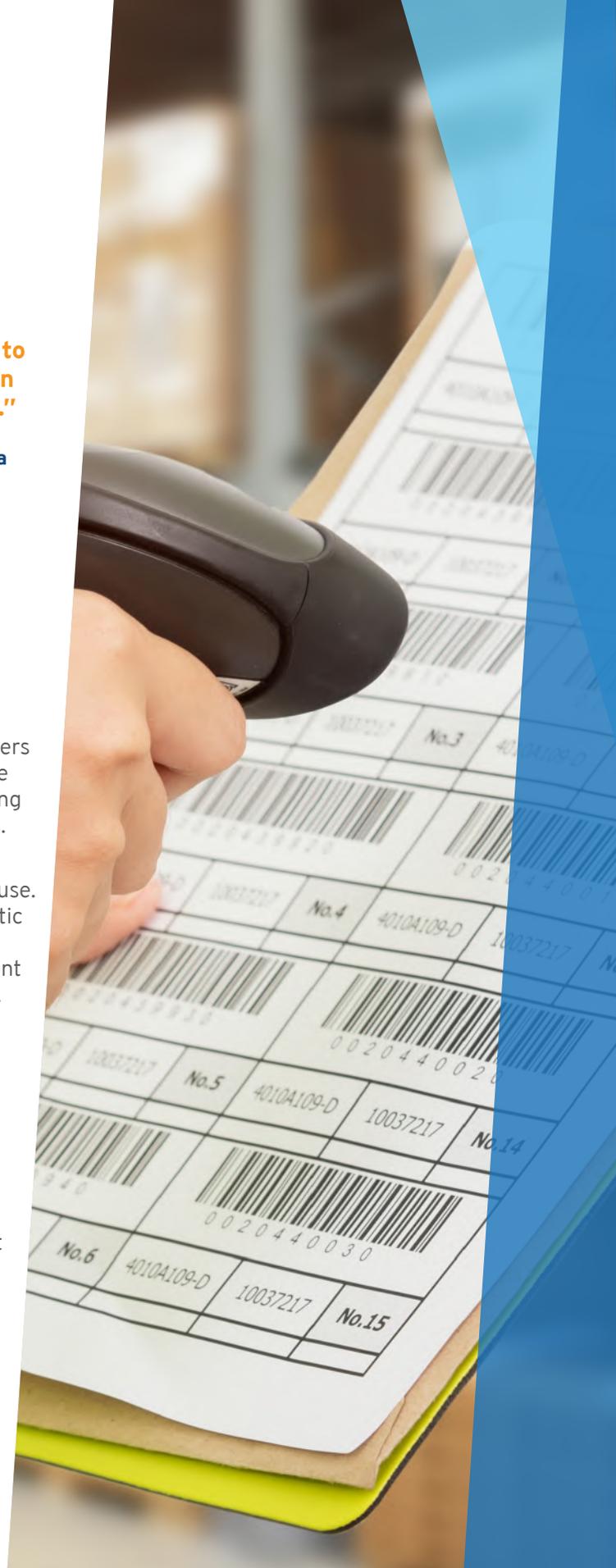
As the largest Dutch insurer, Achmea provides 10 million customers with health, life and non-life policies. Dedicated to helping people manage risks for more than 200 years, this rich heritage including past mergers and acquisitions created extensive record archives.

With so many file boxes to be classified and stored, Achmea just doesn't have the space or resources to handle the process in-house. That's why the company decided thirty years ago to transfer static archive management to Iron Mountain and for fifteen years now also its dynamic archives.. It's a Herculean task requiring stringent legal and regulatory compliance, especially information security. Document destruction brings other complexities. For example, legal documents must be retained for seven years after the last policy beneficiary's demise.

### A smooth operation

Paper files are collected from Achmea offices, logged and barcoded for tracking, then stored in a secure Iron Mountain facility. Achmea orders file retrieval on the Iron Mountain Connect portal, for next-day delivery. On arrival, the in-house team scans and makes digital files available to the requestor. The pensions department also uses the Image on Demand service, where Iron Mountain scans and makes requested documents available for download.

Now, however, customer interactions are changing. Mobile apps, social media and the company's website are slowly replacing telephone and paper-based communications. This generates different data from images to recorded messages, which all must be archived.



**The Iron Mountain Connect portal makes it easy to oversee the archives**





## HOLISTIC AND CONSIDERED APPROACH TO ARCHIVING

**“Having digital records means we can retrieve information more quickly, make better-informed risk assessments, and give customers access to their data online. We’re much more flexible.”**

**Eric van der Heiden, Manager Content and Output Services, Achmea**

## EASY ACCESS TO INFORMATION IN ANY FORMAT

### **Making the transition to the future**

Achmea reviewed its records management approach. While digitising was one priority, the company also wanted new systems for archiving native digital content. This was also an opportunity to evaluate trends and consider how to get greater value from the archive.

“Our main focus was on getting information into digital format to support our customers most efficiently,” says Eric van der Heiden, Manager, Output Services. “But we also wanted a broader perspective on the past and the future.”

To achieve these goals, Achmea embarked on a technical and strategic partnership with Iron Mountain to tap into their skills and experience. Evolving into a more sustainable, digital operation while continuing to manage risk and compliance.

### **A massive overhaul**

Across the business, certain physical files are prioritised for scanning. These include pensions documents, which often have to be kept for up to 100 years, and frequently-used files. Due to the successful results, Achmea intends to scale up this project further.



**Optimal use of historical archives and new digital content**



# NEW WAYS OF WORKING EFFECT MULTIPLE EFFICIENCIES

**“This year, we’ve taken our collaboration to a higher level. We don’t know what new technologies like blockchain will mean for us, but we’re finding out together.”**

**Eric van der Heiden, Manager Content and Output Services, Achmea**

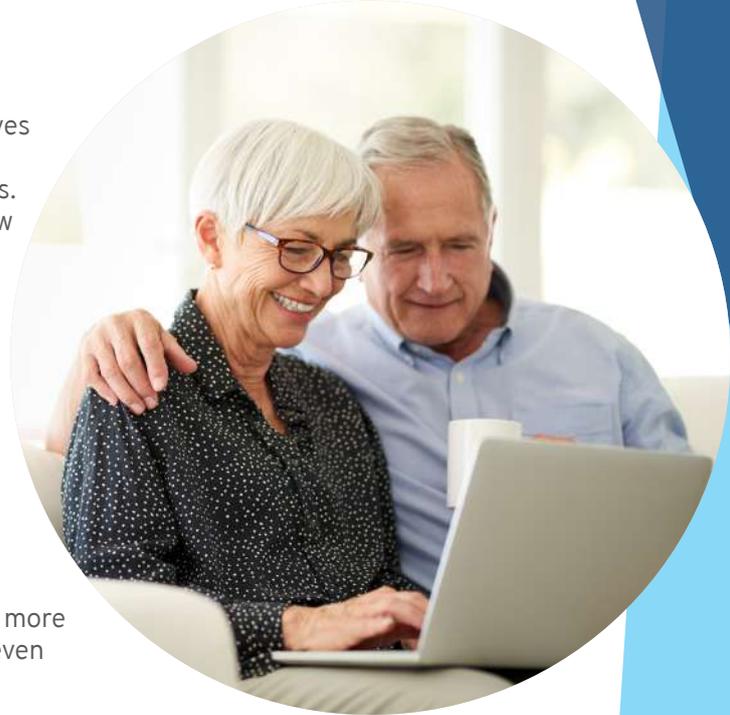
## Substantial cost reductions

Progress to date is impressive. In four years, the physical archives have diminished by 25 per cent, cutting costs substantially. Achmea is scanning and cataloguing more and more documents. So, insurance professionals can find information faster and draw on a wider pool of data for risk assessment. That helps give customers more competitive policy quotations.

## Serving customers more effectively

New ways of working have improved productivity and customer service. Whereas before internal process management would focus on one dossier at a time, archivers now work on batches. As well as being more efficient, this supports more impactful decision-making. For the first time, customers can log in to the Achmea website and securely view their account details. And, as more information becomes available digitally, the company can react even faster to market conditions or customer requests.

“We’re working with Iron Mountain to determine how to proceed in managing our physical and digital archives,” confirms van der Heiden. “Our goal is a secure and sustainable archiving environment that enables us to interact with customers as effectively as possible.”



**Leveraging Iron Mountain skills for archive management in physical to digital transition**



**Auditing physical archives cuts costs and uncovers valuable information**



**Efficiency gains in-house are improving many aspects of customer service**



**Help with evaluating new and emerging technologies adds further value**

EXPLORE OTHER WAYS  
WE CAN HELP



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