

AWD[®] Case Study

DST Full Service Outsourcing

If you have ever invested in a mutual fund, had a prescription filled, been covered by life insurance, or subscribed to a cable or satellite television provider you may have already interfaced with technology from DST Systems, Inc. DST provides solutions and services to some of the top names in financial services, insurance, healthcare, pharmaceutical, cable and satellite television industries.

DST's Homegrown Solution

In the late 1980s, DST recognized the need to support their full service mutual fund operations with technology to help it keep pace with the rest of the mutual fund industry. By 1990, the entire industry was experiencing tremendous growth, and DST's share was growing at an even faster rate. DST needed a solution to manage the massive flow of paper and information.

An analysis of their full service operations revealed opportunities for technology to enhance workflow, business processes, and customer service. In response, DST developed the Automated Work Distributor™ (AWD®), a business process management, imaging, workflow, and customer management system.

AWD captures inbound communication from multiple channels, including phone, fax, mail, e-mail, and Internet-based communications and stores the images in a central information repository. Using an organization's predefined business rules, AWD can automatically distribute work to automated agents that use straight-through processing technology to work through processing steps without human intervention or to knowledge workers who work through more complex processing and exception handling.

AWD also provides tools to support seamless integration with an organization's existing back-end and application systems. Within AWD's secure environment, all historical customer information is immediately available to authorized users. Various role-based presentation options, or user interfaces, are designed for specific audiences within an organization. These audiences can include knowledge workers, operations

supervisors, relationship managers, and executives – all of whom need to access the workflow for reasons based on their individual responsibilities.

Using their homegrown business process management solution, DST's full service area has been able to:

- **Improve customer satisfaction.** Phone representatives can operate more proactively by retrieving all shareholder information with seconds, allowing them to respond instantly to inquiries and minimize the number of callbacks to shareholders.
- **Achieve greater management control.** Managers have complete control over the type of work delivered to each processor. Instead of leaving their desks to retrieve work items from baskets, processors now receive only the specific items that they are qualified to complete.
- **Process high priority items first.** Rules-based workflow intuitively routes work items to processors based on the priority levels assigned to each item. Priorities are allocated based on the status and monetary amount of each transaction. A processor now receives the highest priority work that they are qualified to complete.
- **Improve quality.** AWD enables a real-time quality process that allows errors to be detected and corrected without customer impact. In addition, managers have access to a comprehensive audit trail, which provides detailed information about all transactions and the processors.
- **Share resources.** Since access to work is controlled by user-level qualification, resources can be dynamically redeployed within a business unit, across business units, or across the country. AWD



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allows process owners the flexibility to manage a virtual workforce to address volume fluctuations.

- **Eliminate paper from the workflow.** Whereas paper once moved from building to building and eventually returned to the mailroom for storage and microfilming, it now moves less than 50 feet before it is scanned and stored electronically. Additionally, system reports that were once printed and manually distributed for review are now electronically imaged by AWD's automated report input processor for systematic priority assignment and routing thus eliminating the need for physically printed reports.
- **Improve cash management.** Incoming checks, which were once routed to several locations in various buildings and sent to the bank at the end of each day, are now scanned, processed, and sent to the bank usually by 10:00 a.m.
- **Automate manual processes.** Inbound faxes are automatically entered into workflow through direct electronic transmission. Its image is routed along with other work requests, including those generated by phone calls, throughout the organization.

Workflow and Automated Correspondence

After implementing a foundation of imaging and workflow within their full service area, DST looked to further enhance its operations by automating customer correspondence in the forms of letters, e-mail, and telephone calls.

DST uses AWD's automated letter-generation tool to save valuable processing time. Integrating with DST's mutual fund shareholder and recordkeeping system TA20000, AWD automatically populates a template letter with the stored personalized customer data. It then prompts the processor for any additional information needed to complete the letter. The tool also automatically inserts applicable enclosures, variables, letter options, and applies digitized signatures.

In addition to paper-based customer correspondence, DST's full service area utilizes AWD's tool for automating e-mail correspondence. This has eliminated the manual processes associated with receiving and responding to high-volume e-mail. AWD pulls inbound e-mails into the workflow and sends automated receipts confirmations. The margin for manual processing errors is reduced, and the full service associates are free to handle more complicated, value-added transactions. This solution allows the entire correspondence cycle history to be contained within AWD for future research/review and provides a method for easily implementing a quality

review of such incoming/outgoing correspondence.

DST's full service call center also deploys AWD's solution for CTI (computer-telephony integration) screen-pop and call record-and-playback. This tool integrates with workflow to provide critical functionality and work management, including interactive voice response (IVR) processing, intelligent call routing, and outbound call management.

AWD Solutions Offered Externally

Internal success with the technology has led DST to market AWD to outside clients, including financial services, insurance, healthcare providers and payers, and video/broadband companies. However, DST considers AWD so critical to their operations and financial success that they would continue to enhance and support the product even if they never sold another license outside of the DST family.

Utilizing AWD in their own operations and processing areas provides DST with a unique perspective among other technology vendors – allowing them to better understand how AWD is used and to develop the technology in anticipation of their clients' changing needs. DST's ongoing investment in solutions that are focused on minimizing clerical interaction and automating business processes is the cornerstone of their internal operational efficiency initiatives and benefits their entire client base.