



HP Account Opening Solution

Increase efficiency. Enhance customer experience.



Improving account opening efficiency

Account opening is an important stage of customer acquisition and retention. A positive first experience can be a strong influence on customer loyalty.

A typical account opening process takes up to seven days. This means too much time is spent processing documents, especially at customer-contact points where time would be better spent providing services. There is also the risk of losing hardcopy documents when they are not immediately digitised.

Technology-savvy organisations are taking steps to automate labour-intensive activities and convert paper-based processes to digital workflows. HP is helping customers do this in real-time, freeing up the sales force and putting the transaction in the hands of back-office staff in minutes instead of days.

Ideal for these industries

- Banking
- Telecommunications
- Utilities

Key benefits

- Simplifies the process
- Reduces time and costs
- Improves accuracy and security

HP Account Opening Solution

The HP Account Opening Solution simplifies the account opening process by automating most of the manual processes for document capture and processing. This reduces the average processing time from seven to two days. Frontline staff can be freed from time-intensive manual transaction processes, allowing them to devote more time to one-on-one contact with customers so they can cross-sell products and build stronger, more personal relationships.

How the solution works for you

- Ensures electronic documents are delivered from branch to headquarters securely and successfully every time
- Intelligent data capture with advanced Optical Character Recognition (OCR) minimises exception handling and tracks missing data fields
- Delivers digitised documents reliably to a variety of enterprise software applications for easy approval or rejection

Why HP Account Opening Solution

- Improve account opening efficiency by:
 - Simplifying complex manual processes
 - Speeding up processing time
 - Increasing accuracy and security
 - Automating document handling
 - Minimising the risk of lost documents
- Achieve significant cost savings by:
 - Minimising the need to manually check documents and perform data entry
 - Reducing costs of delivering hardcopy by minimising courier requirement
 - Enhancing accuracy and compliance
- Enhance customer experience by:
 - Freeing up frontline staff to focus on one-on-one contact with customers
 - Reducing customer wait time



Why HP?

- Leverage HP's experience in managing print environments
- Benefit from the broadest portfolio of imaging and printing devices, services and supplies—from ink and toner to digital publishing resources—delivered locally and globally
- Choose from end-to-end services including fleet assessment, planning, support and ongoing management services
- Improve asset utilisation rates, thereby reducing energy costs and unnecessary waste with HP's energy-efficient products and a range of product reuse and recycling options; for more details visit www.hp.com/sg/enterpriseprint/greenenvironment
- Rely on HP—HP printers have been awarded PC Magazine's Reader's Choice award for service and reliability for 16 straight years (18 September 2007)



To learn more, visit www.hp.com/sg/enterpriseprint

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

20080041-EEP, March 2008

