

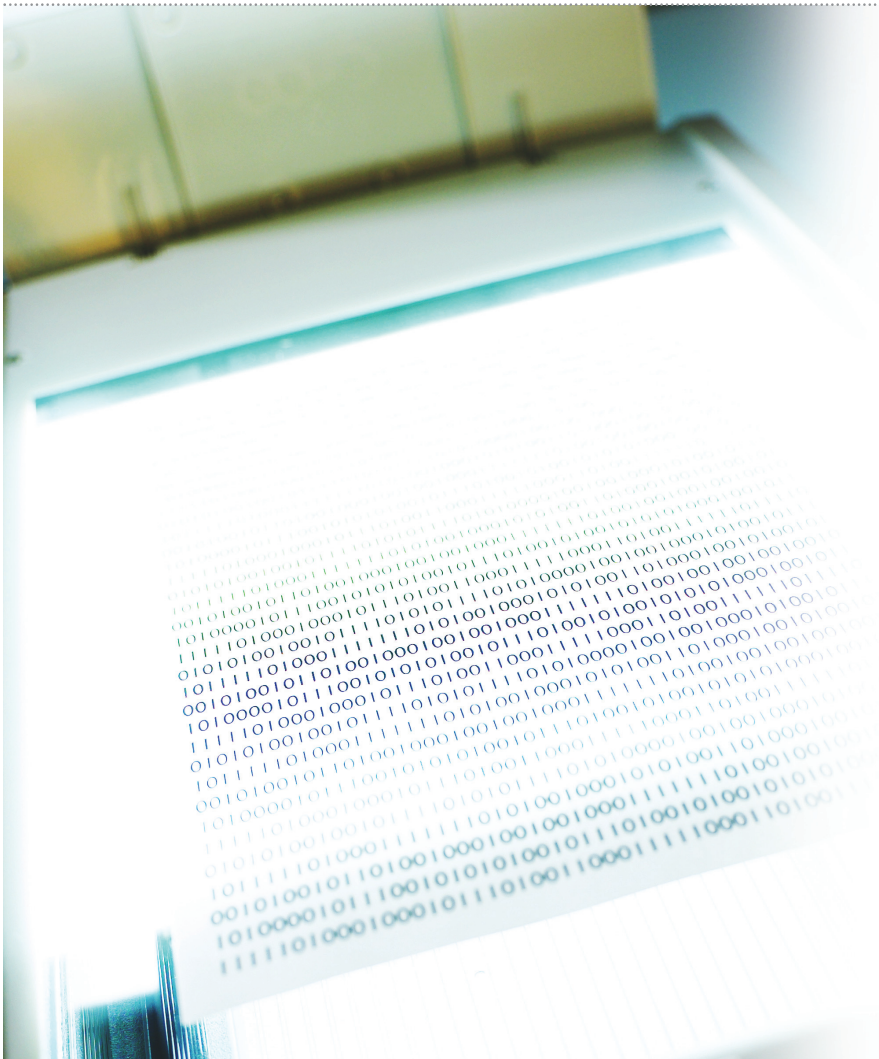
Financial Case Study

# De Hypotheekshop



**X-Solutions®**

**ScanFlowStore®**



## The Challenge:

- To find a solution that makes documents and files easier and quicker accessible to improve customer relation management.

## The Solution:

- 2 Xerox WorkCentre Pro 45 and Scanflowstore software.

## The Results:

- The digital archive has added great value to the relationship with the customers of De Hypotheekshop in Huizen. Because the documents are scanned and filed per customer number, it is very easy to retrieve the files again. This way every employee has the correct information at his or her fingertips.

# Customer Profile

De Hypotheekshop originated in 1990 and is closely related to the Nederlandse Vereniging van Makelaars (the Dutch association of real estate agents). In the last decade De Hypotheekshop steadily grew to a professional franchise organisation with approximately 185 locations throughout The Netherlands. It is now the largest independent mortgage adviser in The Netherlands. Their advisers offer personal and accessible advice to their private clients.

De Hypotheekshop franchisees consist of several consultants and administrative support. This formula enables the consultants to build a close relationship with their customers and give them personalised advice. De Hypotheekshop in Huizen is an average sized office and consists of two consultants and a three-person administrative support team.

# The Challenge

The principal at De Hypotheekshop in Huizen also runs a De Hypotheekshop branch in Bussum and a small legal consultancy firm. These three locations all had their own physical archive. This decentralised way of storing files and filing information was not very efficient. Often files were lost and when an employee wanted to consult some documents he had to come over to that specific location, or the documents had to be faxed. These two methods are time-consuming and therefore expensive.

Because of the lack of space to expand these archives locally, the decision was made to centralise the archive. The archive was relocated to the basement of one of the offices. This had enough space to keep filing for several years.

However the problems with the location remained. The files were all in one office and when they were needed at another office one had to go there or send a poor quality fax.

# The Solution

At the beginning of this year a Xerox Account manager offered ScanFlowStore along with two WorkCentres for the two De Hypotheekshop offices. Because of the fact that they could start with a digital archive without large investments and without difficult software, the principal decided that they might as well start with a digital archive

The digital archive has added great value to the relationship with the customers of De Hypotheekshop in Huizen. Because the documents are scanned and filed per customer number, it is very easy to retrieve the files again. This way every employee has the correct information at his or her fingertips. Furthermore it is now possible to access the information from all three locations. By using a VPN connection and because of the searchable PDF files they can be found instantly without knowing the exact name and location of the file.

De Hypotheekshop locations work with a customised CRM application. In this software they got all the information about their clients. Because the application has the ability to import certain file formats and also PDF files they can import the documents effortlessly. This way they can serve their customers faster and more efficient, without learning new software.

Most of the scanning at De Hypotheekshop is done by the commercial support staff. Within the small franchisees everyone is using the scan functionality on the Xerox.

Thanks to ScanFlowStore the work processes at De Hypotheekshop have become more efficient and effective. The documents are stored much faster and retrieved without any problem. The digital archive saves a lot of time and therefore money.

# The Results

- Very easy scanning
- A professional digital archive connected directly to their CRM application
- The scans are fully searchable
- Physical archive reduction
- Time and therefore money advantages
- Scanning integrated in their work processes
- Better customer relation management because all documents and files are easy and quickly accessible

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*Working together...  
getting results.*

*Together we can.*

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