



## Rapidly delivered RPA solution powers productivity for Lifetime.

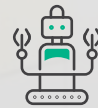
**92%**

Faster data-cleansing  
7 hours to just 30 minutes



**FUTURE**

Growth sorted with  
Robotic Centre of Excellence



**97%**

Increase for client portal  
task - 2 hours to 3 minutes



**KOFAX**

**FUJIFILM**  
Value from Innovation

Process  
Automation

With senior staff members spending an inordinate amount of time extracting and checking reams of data, financial services company Lifetime Group Limited turned to Fujifilm Process Automation for rapid digital change. After just 5 days (during the 2020 COVID lockdown), Lifetime were already seeing the benefits of RPA, after 2 weeks 4 robots were saving them countless hours - hours now spent on customers.

## CHALLENGE

When Lifetime merged with Camelot in 2018, the combined group had over 100,000 clients across New Zealand accessing services including life and health insurance, mortgages, and business lending. "The size of the business basically doubled overnight and we realised that time-intensive manual jobs would just get worse," says Lucie Moloney-Geany, Lifetime Projects Coordinator. "At the same time, even as a bigger organisation we knew we had to retain the personal relationships we have with customers as a fundamental differentiator."

### AUTOMATION ALWAYS IN MIND

Those manual jobs, she explains, included the extraction and presentation of detailed information into personalised customer portals. "The portals support growth as they provide individuals with information specific to their portfolio, but the rollout was limited as the information required manual accuracy checks. As a result, while we knew the portal provided great value to clients, it was expensive."



**MARKET ANALYSIS SHOWED US WHAT OTHER BUSINESSES IN THE FINANCIAL SERVICES INDUSTRY ARE USING AND WHAT STOOD OUT FOR LIFETIME WAS THE APPROACH FROM FUJI XEROX WHICH WOULD PUT THE TOOLS IN OUR HANDS SO WE CAN DEVELOP INTERNAL SKILLS AND SELF-BUILD ROBOTS, MEETING EXISTING NEEDS AND ANY NEW ONES.**

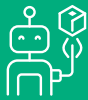
**LUCIE MOLONEY-GEANY  
PROJECT COORDINATOR  
LIFETIME**



**THE SIZE OF THE BUSINESS BASICALLY DOUBLED OVERNIGHT AND WE REALISED THAT TIME-INTENSIVE MANUAL JOBS WOULD JUST GET WORSE**

## OUR FOCUS

**DATA-CLEANSE**  
EXERCISE TOOK MORE THAN  
SEVEN HOURS - AN ENTIRE  
WORKING DAY



**BIGGER PICTURE**  
WANTED THE FREEDOM TO  
CREATE THEIR OWN ROBOTS  
IN FUTURE

**CLIENT PORTAL**  
CONTAINED STITCHED-DATA  
TAKING SEVERAL HOURS TO  
COMPLETE



**MARKET ANALYSIS SHOWED US WHAT OTHER BUSINESSES IN THE FINANCIAL SERVICES INDUSTRY ARE USING AND WHAT STOOD OUT FOR LIFETIME WAS THE APPROACH FROM FUJIFILM WHICH WOULD PUT THE TOOLS IN OUR HANDS SO WE CAN DEVELOP INTERNAL SKILLS AND SELF-BUILD ROBOTS, MEETING EXISTING NEEDS AND ANY NEW ONES.**

**WE REALISED MERELY DEPLOYING ROBOTS TO MEET THE INITIAL REQUIREMENT WOULD BE A TACTICAL RATHER THAN STRATEGIC RESPONSE. INSTEAD, A ROBOTIC CENTRE OF EXCELLENCE WOULD MEAN SOLVING THE IMMEDIATE PROBLEM, AND THEN ACHIEVING THE CAPABILITY TO DO MORE AS FURTHER USE CASES EMERGED.**



## SOLUTION

FUJIFILM delivered Kofax, a 'no-code' intelligent RPA solution which addresses information-intensive business processes. Software robots are designed by line-of-business workers or business analysts without the need for programmers; reducing manual work and eliminate errors particularly in processes which require data entry from one system to another.

The solution includes cognitive capture, process orchestration, mobility and analytics which mitigate compliance risk and increase competitiveness by freeing staff to focus on activities that add value rather than data processing.

Delivering the solution in the first weeks of the COVID-19 lockdown was a revelation:

largely conducted through video conferencing, installing the software, and building the first robot took little more than five days. Within two weeks, the first four robots were in production.

### RAPID LOCKDOWN DELIVERY

She has praise for the technical and support teams of Fujifilm Process Automation, which rapidly pivoted for the solution delivery.

"The remote training was essential to the success of this initiative. There were reservations about how well this would work through screens rather than in person, but the end result is we are up and running and now also have a library of recorded sessions we can refer to at any time as our Robotic Centre of Excellence gears up."





**THE TIME SAVING IS STAGGERING. AND REMEMBER, THE WORK THE ROBOTS ARE DOING IS UNPLEASANT. NONE OF OUR TEAM ENJOYED IT.**

## RESULTS

Seeing the robots in action for the first time was, Lucie says, nothing short of thrilling. “We were so excited as we knew we had solved the problem and had taken the time to be sure we had implemented the right thing. Seeing the first reports uploading and watching the robot creating them was genuinely exciting.”

The first run of automated reports completed delivered outstanding results. “Right now, we have five robots; one robot has saved 15 hours, and another has saved two weeks of manual work that we just don’t have to do any longer.”

### JOURNEY DOESN'T END HERE

The bigger picture to the value achieved from RPA is no limitation to the number of bots Lifetime can build, and with the establishment of a Robotic Centre of Excellence which includes team members from across the business,

it is empowered for robotic innovation.

“Our initial experience shows that there are many areas where we can create further value,” noting the RCE team includes individuals from marketing, operations and more. “Our team is closest to understanding where and how RPA can address tasks which take time and can be done better by a robot.”

Even as Lifetime moves into the next phase of its RPA journey, she has advice for any business looking at automation.

“Start simple and gain confidence. Use internal processes to get used to what the robots are and what they can do. While there isn’t any programming, there is a lot to learn and you must be very detail focused. But getting it right means relieving people of tedious work on the one hand – and getting it done faster and accurately, on the other.”

## GAME-CHANGING TIME SAVINGS



**DATA CLEANSE PROCESS SLASHED 7 HRS TO 30 MINS**

**120 MINS TO 3 FOR CLIENT PORTAL INFO UPLOAD**



**SOLUTION RAPIDLY DELIVERED IN JUST 5 DAYS**

## READY FOR MORE



**ROBOTIC CENTRE OF EXCELLENCE FOR UNLIMITED ROBOT GROWTH**



**DATA-CLEANSING EXERCISE WHICH REQUIRED A PERSON TO SPEND OVER SEVEN HOURS PORING OVER A MASSIVE SPREADSHEET IS NOW EXECUTED IN JUST 30 MINUTES, ERROR FREE. ‘STITCHING TOGETHER’ INFORMATION FOR CLIENT PORTALS, WHICH ONCE TOOK SEVERAL HOURS, IS PERFECTLY DELIVERED IN THREE MINUTES**

# Need expert advice on Robotic Process Automation?

# Get in touch today to start your own Digital Transformation

## ABOUT FUJIFILM PROCESS AUTOMATION

FUJIFILM Process Automation specialise in true digital transformation for your business. Our people are experts who listen, understand, consider what's possible, then anchor your digital transformation around the processes and goals that exist within your business.

Pain points in your finance department, repetitive manual tasks, lack of process or finance visibility, paperwork that slows down employees and destroys customer experience are the kind of things we are on a mission to stamp out.

We have a solid track record, and our team's knowledge and experience have enabled many New Zealand businesses to gain a competitive edge. Our customers' success is what sets us apart.

From Accounts Payable to Document Management, Smart Forms to Digital Signatures, we have the tools, knowledge and drive to help your business succeed in this ever changing digital world. Get Automated today.

[BETTERBUSINESS-FBNZ.FUJIFILM.COM](https://www.betterbusiness-fbnz.fujifilm.com)



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