

Better member service saves 3F 10 million annually



"We save approx. 10 million DKK a year, and that is noticeable! In addition, we handle the task ourselves now, which provides a much more efficient process".

Michael Olsen
CIO, 3F



About the company

The trade union 3F is Denmark's largest and strongest trade union with collective agreements in more workplaces than any other trade union. 3F represents approx. 370,000 members who the union works to ensure proper working conditions, training opportunities and pay conditions. 3F has almost 160 branch and service offices distributed all over the country.

The company runs Lasernet One2One.

Results

- Savings of 10 million
- Inhouse document management
- Everything gathered in one place
- Better membership service
- Quick support



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3F is on a digitalization journey. They were looking for one solution to digitize all letters and to handle correction of the letters themselves. The goal was to save time and money. With a Lasernet One2One solution from Tabellae, they have achieved both - and more.

Chosen due to easy management

"When we wanted to digitize, we needed an effective tool for mailing and document management. We looked at the market a bit and it quickly dawned on us that the large solutions were very expensive and heavy to manage. Therefore, we chose to look at some more pragmatic tools that we could handle ourselves. The choice fell quickly on Lasetnet One2One and Tabellae - and we have by no means regretted it".

Fewer letters

"To begin with, we had to form a number of letter templates for permanent letters, unemployment benefit specifications, reminders, etc. Here we benefited greatly from Lasetnet's phrase system, where you have a basic letter, but can add legal phrases as needed. In this way, the number of templates has been significantly reduced, which has been a great advantage".

Everything gathered in one place

Once the letter templates were in place, it was time to look at the broadcasts. "Before, we had a multi-channel strategy, which meant that members received letters from different channels. The problem was just that the members had a hard time figuring out whether the letters came in e-Boks or per email. Today we have gathered all communication in the members' virtual mailbox on our self-service page mit3F.dk, which is a great help for both members and

caseworkers. However, we still send a few letters per. email - e.g. reminders and other important information".

Savings of 10 million

Michael does not doubt the benefits of Lasetnet and the digitization: "We save around 10 million DKK a year. It's noticeable! In addition, we handle the task ourselves as opposed to before, which provides a much more efficient process.

The great savings and the opportunity to gather the member communication in one place has only been possible, as we have used a product that has been so easy and quick to implement".

A stable solution with better membership service

About the finished solution, Michael says: "The solution works really well. It is very rare that I hear anything - and that is always a good sign! The solution also gives us the opportunity to provide a better membership service with simple processes and a greater overview of member communication".

The right partner

That the choice fell on Tabellae rather than a major supplier, Michael has not regretted: "The advantage of working with a smaller company is that they work much more agile, while larger companies tend to become bureaucratic.

I think Tabellae has been very persistent. They have been good at sticking to the task until it was solved. At the same time, they have reacted quickly and thrown away everything they had in their hands the few times it has been necessary. Tabellae's competence level is high and they undoubtedly know their product. Therefore, they have been an active partner, which I perceive as both reliable and serious", Michael concludes.