

# GPM Life Recognizes Efficiency Gains with Digital Mailroom



## CLIENT

Government Personnel  
Mutual Life Insurance  
Company

## PROBLEM

Mail delivery process  
did not meet business  
continuity requirements.

## SOLUTION

EasyFile, Digital Mailroom  
with automated workflow

## BENEFIT

Increased efficiency;  
cost savings

## EXECUTIVE SUMMARY

GPM Life is a mutual life insurance company owned by its policy holders. The company has served federal employees, retired military personnel, individuals and families from all walks of life since 1934. Aligned with purpose, GPM employees tend to stay with the company long term, often until retirement.

Known for dedicated service and on-time benefit fulfillment, GPM Life encountered challenges during recent weather events and the Covid-19 pandemic. They recognized the need to address in-office mailroom processes and document image capture if they were going to support some remote workers and unexpected business continuity threats.

They turned to CASO Document Management (CDM) to automate their manual mail delivery system to deliver an efficient workflow process that would support in-house and remote workers and deliver efficiency gains in personnel and service times

## THE SITUATION

GPM Life depends on efficient mail delivery to fulfill its promises to its customers. Mail room operations is an essential part of the overall service promise. In 2020 the company looked at the tasks associated with onboarding new customers and continuing a high level of service

Same-day mail delivery  
speeds business



1,000+ mail documents  
processed per month



Expense reduced



**“We sought a paperless solution primarily for our mailroom. CDM provided the perfect fit.”**

- Gregory Lawler, CIO of  
GPM Life

to policy holders, while maintaining a safe environment for its employees. They realized that incoming mail was often the starting point of the service workflow. The in-office requirements for processing mail were a hindrance in the dynamic work environment.

GPM Life reached out to CDM for a digital mail solution for incoming mail processing and delivery. Data security was critical. Ease of use and training were necessary. Ultimately, additional workflow for automated imaging of documents and the ability to add comments and notation was added to the requirements.

“We sought a paperless solution primarily for our mailroom,” explains Gregory Lawler, CIO of GPM Life. “CDM provided the perfect fit.”

### THE SOLUTION

CASO Document Management (CDM) recommended EasyFile Digital Mailroom with Workflow, allowing their employees to receive mail from their home offices and re-route as necessary to other departments.

This solution provides numerous benefits to the GPM Life team, including:

- Same-day scanning and delivery of mail to GPM (both physical and electronic assets) to keep business flowing.
- Access to mail from their home offices using EasyFile cloud.
- Ability to markup their digital mail.
- Ability to include comments inside of their mail for others to review.
- Easy rerouting to other departments.

“CDM provided a quick and seamless solution with Digital Mailroom that aligns to our business continuity goal of going paperless,” explains Gregory Lawler. “CDM securely processes our physical mail into electronic documents while EasyFile gives us the flexibility to process documents in the right department at the right time.”

“Our new Digital Mail Workflow solution is even more user-friendly than we imagined,” boasts Lawler. “There was virtually no learning curve as team members with access to the workflow could master it after a single CDM training session.

“Our mission to better the lives of federal employees, retired military personnel, individuals, and their families, is tantamount,” explains Lawler. “CDM’s Digital Mail Workflow has given us the ability to not only serve our clients during these unprecedented times, but also to empower us to deliver our renowned services with unmatched speed, accuracy and security.



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#### **ABOUT CASO DOCUMENT MANAGEMENT (CDM)**

CDM has been an innovator in developing practical, cost-effective imaging services and document management systems since 1994. With a management team totaling more than 100 years of experience, they have a proven track record with even the largest commercial and government requirements. CDM offers a full-range of imaging services or a comprehensive custom solution tailored to each company, industry or specific project. They support hundreds of regional and national clients in retail, finance, government, healthcare, education, construction, manufacturing and other sectors. To learn more about CASO Document Management (CDM), call 888.388-2276 or go to [www.caso.com](http://www.caso.com).