Business Challenge

In an industry that requires a robust application process, DLL’s first attempt to solve the challenge posed by paper-only documents was to introduce electronic lease contracts. Paper correspondence and in-office negotiations no longer work for customers requiring the flexibility to conduct business digitally. The team realized they needed to implement a cloud-based digital process in order to optimize their customer conversations.

DLL could not upgrade its legacy system without replacing databases and computers, which resulted in huge efforts to maintain and configure its systems correctly. Considering these accumulating costs and efforts, the team had to ask themselves, “If we’re going to move everything to a new platform, will we still be happy with this provider?”

The project team launched a new selection process and selected Smart Communications because of its unique cloud offering, making it easier to deliver personalized, omnichannel conversations across the entire customer experience.

“After comparing the functionality and investment of several different platforms, SmartCOMM was the obvious choice for DLL. The most important element for us was their cloud offering. Smart Communications was and is more mature than other parties.”

– Pascal Ensinck, Project Manager at DLL
The SmartCOMM Solution

Having shifted to Smart Communications’ cloud-based solution for their lease agreements, DLL has simplified their process dramatically.

DLL used SmartCOMM to:

- Move 95% of their contracts to a digital format, resulting in a 30% reduction in templates
- Improve the ability for customers to self serve
- Engage in better, two-way dialogue with customers

Business Outcomes

To be agile and move fast DLL implemented what they call their Closed Document Loop. This service, which works using SmartCOMM and the DLL platform, ensures that all distributed documents can be placed correctly into the system when returned. This is powered by cloud technologies and would not be possible leveraging manual, paper-based processes.

With the addition of the Closed Document Loop as well as more streamlined processes and standardized forms, DLL has onboarded a central platform team responsible for managing updates to SmartCOMM, making it available to other DLL development teams all over the globe. By establishing a global brand for DLL, all delivery teams building documents in the platform benefit from a consistent look resulting in a well-recognized and trusted DLL brand.

“What I really like is the possibility to generate the technical specifications from our CMS. This was a real burden with the old platform, where this was proprietary and not usable for template migration.”

– Pascal Ensinck, Project Manager at DLL

“Now, our local delivery teams, which are located all over the globe, have the possibility to create and maintain their own templates on the global SmartCOMM platform.”

– Rob Geerings, Platform Product Owner at DLL
Since COVID-19 business leaders around the world are looking to shift away from print-based communications and more fully embrace digital. Early adopters like DLL are well positioned to act fast and deliver more digitally than ever before. Efforts to migrate more than 2,000 additional templates are already well underway. With cloud technology they are fully empowered to decrease time to market by prioritizing the team’s time.

“Our plan is to move all our applications to full cloud in order for our teams to add value to the business, instead of constantly having to work on costly and time consuming Life Cycle Management projects that do not add value to our business and slow down our time to market.”

– Rob Geerings, Platform Product Owner at DLL

Future Goals

Since COVID-19 business leaders around the world are looking to shift away from print-based communications and more fully embrace digital. Early adopters like DLL are well positioned to act fast and deliver more digitally than ever before. Efforts to migrate more than 2,000 additional templates are already well underway. With cloud technology they are fully empowered to decrease time to market by prioritizing the team’s time.