

SMARTCOMM™

DLL Streamlines the User Experience Through Digital-first Document Management



About the Customer

DLL is a global asset finance partner enabling businesses to more easily access equipment, technology and software to help them grow. DLL delivers sustainable and effective financing solutions, along with insights and advice, that drive smarter and more economical use of capital assets.

With more than 50 years of industry experience, DLL understands the unique needs of partners and customers around the world and work hard to provide flexible solutions to meet their objectives. Headquartered in Eindhoven, the Netherlands. DLL is a wholly owned subsidiary of Rabobank Group.

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.



"When generating complex contracts related to the leasing process, there are forms that need to be filled in by the customer, specifically regarding the terms and conditions to closing the deal. This can cause a lot of back and forth and oftentimes results in missed information and deadlines."

– Rob Geerings, Platform Product Owner at DLL

"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 Ensink, 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.

“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



“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 Ensink, Project Manager at DLL



“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.



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Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering companies to succeed in today’s digital-focused, customer-driven world while also simplifying processes and operating more efficiently. Smart Communications is headquartered in the UK and serves more than 650 customers from offices located across North America, Europe, and Asia Pacific. Smart Communications’ Conversation Cloud platform includes the enterprise-scale customer communications management (CCM) power of SmartCOMM™, forms transformation capabilities made possible by SmartIQ™ and the trade documentation expertise of SmartDX™. In 2021, the company acquired Assentis, a leading European software solutions provider specializing in customer communications management (CCM) with a focus on the financial services industry.