



Customer case: Netherlands Chamber of Commerce

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KVK

Chamber of Commerce customers sign
online updates electronically

For the benefit of its customers, the Netherlands Chamber of Commerce (KVK) has digitised the signing of updates, so that these can be submitted online. ‘This saves us a considerable amount of work and time,’ says KVK’s ICT programme manager Ewoud Hiep.

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'In the past, we used to receive around 1.2 million paper documents a year. Our back office had to process these individually and by hand, necessitating the opening of postal items, the removal of staples and the entry of the submitted updates. The documents were then scanned for digitisation and archiving,' explains Hiep.

'KVK has been promoting digitisation for some time,' the ICT programme manager continues. 'For instance, civil-law notaries have been submitting documents in digitised form for a while now. However, other customers still had to submit updates by post. This lacked one crucial element: a reliable means of identification for entrepreneurs to add an electronic signature.'

Combining multiple means of identification

That is why in early 2016, KVK initiated a search for a partner that could provide such a solution. 'A key condition was that the signature could be made sufficiently reliable with the means that entrepreneurs already had at their disposal. The answer lay in combining multiple means of identification. We focused on a combination of DigiD and a payment of one euro cent through iDeal,' says the ICT programme manager.

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To safeguard the reliability of this process, KVK made a conscious decision to adopt tried and tested technology. 'We were not looking for a supplier to develop custom software for us, but one that had already proven its worth in practice with an existing product. We put out a European call for tenders in order to find a partner that could deliver this technology. One of our main requirements was that we could work closely with the partner to develop the product further. In late 2016, we awarded the contract to Evidos.'

Postal volume reduced by 30 per cent

The electronic signature functionality hosted by Ondertekenen.nl was made available to KVK customers in August 2017. 'Since then, we have received a few hundred thousand electronically signed updates. We receive between 1,000 and 1,500

updates every day, the equivalent of 20 to 30 per cent of our postal volume, so we have managed to dramatically reduce the number of postal items we receive as well,' Hiep explains. 'At the moment, not all updates can be submitted online yet, such as the ones that require the signature of several people. There is as yet no way to do this electronically. Of those updates that can be submitted online, we now receive between 60 and 70 per cent in digitised form.'

The main focus when introducing the online update facility was to improve customer satisfaction, while increasing the efficiency of processing the updates took a back seat. 'In some cases, our back-office staff have had to sacrifice processing efficiency at the altar of improved customer satisfaction. For instance, documents submitted in digitised form are still checked by a member of staff to ensure that details are entered into the Commercial Register correctly. This served as an additional safety net during the launch phase. We are now working to fully automate the processing of online updates, so that we can remove this final human factor as well.'

Dramatic increase in customer satisfaction

The functionality has given a significant boost to customer satisfaction. 'Prior to this project, our updates by post facility had a Net Promoter Score (NPS) of -6 (i.e. more detractors than promoters). Our online updates facility now has a score of +36 (more promoters than detractors). Not only is such a high score unusual for the public sector, but the increase is almost unheard of as well. By contrast, banks, insurers and government bodies generally receive an NPS of 0.'

'In due course, we want to make it possible for multiple people to sign a document electronically, so that all updates can be submitted online. We also want to set up an electronic registration facility for sole traders. Currently, entrepreneurs still need to visit a KVK office in person to identify themselves before they can be registered. Digitising this step would obviously require much more stringent identity checks

than the electronic signature required for updates,' Hiep affirms.

'Our relationship with Evidos is a genuine partnership, rather than a mere customer-supplier arrangement.'

Sector expertise

'Not only does Evidos have the technology to realise such a project, it also has ample expertise in our sector. For example, it already knows which policies, laws and regulations need to be observed. There is nothing we need to explain,' Hiep states. 'This makes us collaborate much more smoothly and enables Evidos to suggest next steps proactively. For example, Evidos has a good understanding of the requirements we need to meet and can help us meet them. One of the technologies we use to enable electronic signatures on online updates is DigiD, which is subject to an annual audit. Evidos knows what to expect, which makes such audits much easier.'

'Our close collaboration benefits both parties. Thanks to Evidos' help, we have developed new functionalities and concepts to offer entrepreneurs an even better level of service, whereas Evidos is able to use the knowledge it has gained to help its other customers as well. Our relationship with Evidos is a genuine partnership, rather than a mere customer-supplier arrangement.'

Additional information

Please get in touch for a personal, obligation-free consultation to discuss your needs or any questions regarding electronic authentication.

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