

Smart Communications

SMARTCOMM™

Pekin Insurance Continues Their Digital Transformation Journey with SmartCOMM

About the Customer



Established in 1921 out of Pekin, Illinois, Pekin Insurance has a proven history of proudly serving customers personal, commercial, and life insurance product offerings spanning across 22 states. With \$2B in assets, 800 employees, 1500 agencies, and 8500 independent agents, Pekin prides itself on being more than an insurance company, but a company dedicated to helping customers build their dreams by providing peace of mind and long-term security for their policyholders, shareholders, agents, and employees.

Business Challenge

While slow to start, the insurance industry has come around to digital transformation and executives are now strategically investing and planning for long-term digital innovation. But since many insurance carriers are still new to digital adoption, they have yet to master multichannel efficiency and therefore struggle to meet evolving customer demands. To realize the full potential of their technology investments, insurers are having to overcome a new set of challenges related to outdated legacy customer communication systems. Pekin was no exception. To remain competitive, Pekin had to quickly pivot and change the DNA of their infrastructure.

Initially relying on more than 18 core systems, it would take the company nearly three weeks to produce a document from scratch. The process was not only time consuming, but the cost of maintaining and managing their outdated system was adding up.

To kickstart their digital transformation journey in the rapidly changing insurance marketplace, Pekin jumped in headfirst and implemented Guidewire to replace outdated legacy systems. This massive undertaking was not limited to just Guidewire, but included other partners as well, including Smart Communications.

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“I really want to increase our focus on digital capabilities, improving customer self-service as well as improving overall user experience and ease of doing business.”

**– Amy Bingham,
CIO of Pekin Insurance**

The SmartCOMM Solution

Executive buy-in combined with detailed planning and careful vendor selection were key to the company's noteworthy success.

➤ Pekin Insurance used SmartCOMM to:



Initiate design and implementation for nearly 26 environments with a "one-click" process – Pekin's product releases are now 3x quicker



Reduce on-premises maintenance costs by 29% by migrating to the cloud



Reduce document generation process by 67%

Business Outcomes

Before jumping into the cloud, Pekin had to justify the migration, gain buy-in across high-level executives and select the right partner to help take their product and company to the next level.

The team mapped out an aggressive rollout to design a scalable, cloud-based architecture utilizing the right tool stack for their needs, including Smart Communications to modernize their CCM capabilities and help lay the foundation for future digital optimization opportunities to enhance Pekin's overall customer experience.

Executive buy-in combined with detailed planning and careful vendor selection were key to the company's noteworthy success. Within a year, Pekin was able to initiate the design and implementation for nearly 26 environments with a "one-click" process.

The company's releases are now at least three times faster. Eleven months into its digital journey, Pekin launched two products in one state. Within the next six months, they successfully launched the same set of products across five states. In 2022, the expansion into a new state for commercial lines was completed in record time for Pekin, and plans for additional state expansion are on the horizon.

With a well thought out plan and the right solution in place, Pekin is quickly catching up to the competition and is evolving to become a true leader in consumer and business insurance.

"The implementation of Smart Communications has really enabled Pekin to streamline our document generation process, resulting in a much faster turnaround for our customers."

– Amy Bingham, CIO of Pekin Insurance



The Smart Communications solution has allowed us to scale our business and provided us with the ability to offer our customers options for document delivery.

– Amy Bingham, CIO of Pekin Insurance

Future Goals

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www.smartcommunications.com

Connect With Us



Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalised, 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 specialising in customer communications management (CCM) with a focus on the financial services industry.