SMART
COMMUNICATIONS™

How Two Top Insurers
**Future-Proofed Their Customer
Communications** by Migrating from
On-Premise Legacy Solutions

THE LEGACY DOCUMENT GENERATION CHALLENGE

Many insurers are wasting significant time and effort trying to produce customer communications on outdated legacy systems. In an industry where regulatory requirements and operational standards play such a critical role in communications, it's important to use a solution built to support those unique needs. That's why so many insurers are migrating to modern, cloud-based customer communication management (CCM) solutions like Smart Communications. Find out how these two leading insurance enterprises upgraded their customer communications through a surprisingly easy migration to Smart Communications in the success stories below.

A Major US Insurer Drastically Reduces Time to Support Data Standards From Weeks to Hours

LIFE IS STATUS QUO

This major US insurer was working hard to support critical data standards and ACORD forms; however, they were doing so over the course of weeks and sometimes months. For insurance organizations it's critical to ensure they can leverage ACORD forms and data standards for multi-system integration in a timely manner, and status quo wasn't cutting it.

THEIR CUSTOMERS DESERVED BETTER

Aware that it's essential for their organization to leverage ACORD forms and data standards for multi-system integration and to serve their customers more efficiently, they strived for better.

UNCOVERING THE SECRET TO SUCCESS

Not wanting the delivery of important communications to be delayed by outdated technology, this forward-thinking insurer partnered with Smart Communications. By leveraging Smart Communications' expertise, they were able to implement the ACORD data standards within hours, drastically reducing the time to support critical communications.

SCALING THE CONVERSATION WITH SMART COMMUNICATIONS

Rather than struggling for weeks to deliver policies using industry standards, the company now supports policy production needs using the industry standard schema and streamlined forms assembly rules. They are able to quickly and easily utilize best practices for data and adhere to industry delivery standards enterprise-wide.

*"Migrating to Smart Communications allowed us to **shorten the implementation time for new documents from weeks to hours**."*

*"Smart Communications worked with us to **implement enhancements for forms as a true partner**. We expect a long-term relationship."*

A Global Insurer Wrangles Control Over Compliance Once and for All

LIFE IS STATUS QUO

As a global insurance company with customers around the world, being diligent about meeting regulatory requirements for customer communication is a requirement that's second to none. Ensuring the right levels of accuracy and consistency across the organization's many templates historically took up to three months.

THEIR CUSTOMERS DESERVED BETTER

The increasing risk of large financial penalties and a loss of business license for incorrect data or late delivery motivated this insurer to seek a better way. With a large and varied customer base, they had thousands of templates to maintain and only two small teams to manage these high volumes of communications.

UNCOVERING THE SECRET TO SUCCESS

Migrating to Smart Communications allowed the business to move the full customer communication process from IT to a group of business users, which improved time-to-market for customer communications. Leveraging Smart Communications, the organization consolidated templates into a centralized repository using a unified data model and in doing so, reduced the number of templates by 45%. Additionally, they decreased the average claim response time from 6 days to 2 days and were able to reallocate some staff from document generation to other areas.

SCALING THE CONVERSATION WITH SMART COMMUNICATIONS

Now the fear is gone! No more worrying about hefty financial penalties or late delivery of communications. With Smart Communications, this insurer can feel confident that their customer communications are accurate, compliant and delivered on time. Plus, next time a regulatory change, policy edit, or other update in communication comes down the chain, this organization is ready...in a moment's notice!

> *" Smart Communications **allows us to deliver on-time communications**, and lets us move to business controlled management of our templates instead of relying on IT and partners."*

About Smart Communications™

Businesses around the world engage with their customers and each other every day. As communications and interactions with customers and partners become more complex, businesses now recognize that communications increasingly take place in an interactive and real-time context and are critical to success. The Smart Communications suite of solutions helps businesses to move beyond traditional enterprise communications using the most modern architecture and cloud capabilities.

Today, hundreds of brands globally from a diverse range of demanding industry segments including banking, insurance, government, retail and telecoms are using Smart Communications to deliver the new generation of customer and business communications. Smart Communications is headquartered in London and serves its customers from offices located in North America, Europe and Asia Pacific.

www.smartcommunications.com
requests@smartcommunications.com
www.linkedin.com/company/smart-communications./
CCMInnovators