

4 Ways

Insurers Should Modernize Their Customer Communications and Gain More From Their Salesforce Investment



Insurers today are working hard to enhance the customer experience by improving the quality of their conversations.

Customer communications, from claims processing to policy statements, are **crucial to achieving this goal.**

Research shows

insurers have significant room for improvement in cultivating and maintaining strong customer relationships.

These 4 methods

highlight how insurers can **modernize customer communications** to improve both customer relationships and internal efficiencies:

#1

Support enterprise-wide compliance needs

The difficulty of ensuring compliance given ever increasing regulatory requirements is only exacerbated when managing communications across a vast number of disparate systems.

67%
of compliance officers

at insurance, banking, and capital markets institutions view improvement to systems and **adoption of new tools** as a key change required for compliance within the next 12 months.

How Cloud is Being Used in the Financial Sector: Accenture Compliance Risk Study 2016



A truly enterprise ready solution enables a



higher level of visibility and accuracy across your organization.

Use a customer communication management (CCM) solution designed for the enterprise to ensure compliance across all systems and business units.

#2

Integrate with Salesforce

Use a solution that's **integrated seamlessly with your CRM** so that customer data can be leveraged effortlessly and communications can be more timely.

A personalized customer experience **can increase policyholder conversion** by



— up to —
20%

The Personalization Revolution: Policyholder Acquisition & Retention in a Digital World 2014

#3

Communicate across all channels

Engage your customers the way they prefer by using a customer communication solution that supports an array of conversation channels.

51%
of North American insurance customers

are interested in using email for questions about their existing policy.

2014 EY Report



Only **28%**
of US insurers

are able to answer queries via the web, email, and social media.

2016 Optica Insurance Multichannel Customer Experience Study



#4



Reduce siloed technologies

Look for solutions that can help streamline communications across lines of business handling multiple brands, channels and languages, all within your unified Salesforce CRM solution.

47%



of insurers failed to provide consistent answers between different channels.

2016 Optica Insurance Multichannel Customer Experience Study

Smart Communications
SMARTCORR™
for salesforce

modernizes customer communications
for insurance companies by:



Reducing Costs

through more efficient and controlled document generation across the enterprise



Creating and managing

customer communications across all output channels all within the Salesforce user interface



Personalizing communications

using Salesforce data and functionality

Over 300 enterprises

around the world trust cloud-enabled solutions from **Smart Communications.**

Sign up for a live demo of SmartCORR™ for Salesforce

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SMART
COMMUNICATIONS™

www.scaletheconversation.com

About Smart Communications™

Smart Communications helps the world's largest enterprises simplify their customer and business communications – while making those communications do even more. In 2004, we pioneered the new generation of CCM solutions, and today we're still leading this industry as the only cloud/hybrid-cloud solution in the Gartner leaders' quadrant. Smart Communications customers rely on our team for the undivided attention of the only independent company 100% focused on enterprise CCM. No one does more to simplify template management and put so much control in the hands of the user. That's why more than 300 global brands – many in the world's most highly regulated industries – rely on us to scale the conversation.

Smart Communications is headquartered in London and serves its customers from offices located in North America, Europe and Asia Pacific

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