4 Signs Your *Legacy Document Generation System* is Holding Insurers Back

from Delivering an Optimal Customer Experience

The communications you send everyday: policy documents, claims forms, and statements, all have an impact on customer experience. The customer communication management (CCM) platform you choose determines how efficiently you're able to meet changing customer experience demands, such as personalization and channel preferences. **Is your legacy document generation system holding you back from delivering an optimal customer experience?**

You know you have a legacy document generation system when...

- It takes **weeks to make simple** changes to your customer communications
- The solution you use has been **lumped into a company** with other similar legacy solutions
- Your solution is **updated once every two years**
- You're being **charged more and more maintenance** for decades-old technology and functionality
- It's **costly** to integrate and maintain
- It's **slow in helping you respond** to new competitors in your marketplace
- Your customer communications are still **controlled by IT**

If any one of these statements applies to you, then you probably have a legacy document generation system platform.

Why is this a problem?

{ Reason #1 }

You're missing an opportunity to reduce the cost of the IT infrastructure supporting your customer communications...

Annual **savings from decommissioning** of legacy document generation system **$350,000**

*Moving to the cloud **eliminates hardware, applications, database servers, OS upgrades, and maintenance costs.***

{ Reason #2 }

You can improve time-to-revenue by removing old, inefficient customer communications processes and technology...

Reduce time-to-market for new communications by **60%**

Have your business control communications so IT becomes less of a bottleneck when you need to roll new products quickly.

> **40%** of financial services companies, including insurers, listed "Improved Time to Market" as the primary reason for adopting cloud computing.

How Cloud is Being Used in the Financial Sector: Survey Report, March 2015

{ Reason #3 }

Your customers expect a personalized experience...

> A personalized customer experience can increase policyholder conversion by up to **20%**

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

BUT personalization isn't easy or cost-effective on legacy platforms

Leverage personal preferences data and business user controlled rules **to reduce creation time by 50%**

{ Reason #4 }

Legacy technology isn't flexible enough to meet demanding compliance requirements...

> **67%** of compliance officers at insurance, banking, and capital market institutions view improvement to systems and adoption of new tools as a key change required for Compliance within the next 12 months.

Accenture Compliance Risk Study 2016

You can save **1000s** of person hours per day by switching to a solution built for evolving compliance standards.

Legacy Document Generation System:

- Managed by IT
- Penalties for non-compliance
- Rules managed by programmers

Modernized Customer Communications:

- Managed by business users
- Connected to risk management
- Automated approval workflows

So ditch the legacy and move to cloud-enabled CCM

Reduce your CCM costs • Improve compliance • Increase business agility

SMART COMMUNICATIONS™ is the **only truly-cloud enabled** customer communications solution available today.

Over 300 enterprises around the world trust cloud-enabled Smart Communications.

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to learn how easy it is to migrate off your legacy system

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