Smart Communications

SMARTCOMM™

Indiana Farm Bureau Insurance Deploys SmartCOMM™ Ahead of Schedule and Under Budget

SMART
COMMUNICATIONS™

Many insurance companies know their current way of handling customer communications isn't working for them anymore, but they postpone implementing a better solution because they anticipate a long, onerous process. The truth is, replacing a CCM can be made easier if you're moving to a flexible modern system that's ready to be rapidly integrated and implemented in your IT ecosystem. Smart Communications™ has developed and honed a deployment approach that simplifies and accelerates the process of moving insurance customer communications into the 21st century.

Life is Status Quo

Like many established providers in the insurance market, Indiana Farm Bureau Insurance (IFBI) was using a range of proprietary and homegrown tools to communicate with its customers and manage production. This system worked, but eventually they found themselves struggling to keep pace with the changing nature of the business and the increasing complexity of their customer relationships.

IFBI manages complicated clients, some of whom have over 100 policies. Their systems infrastructure for Auto, Home and Life policies were designed primarily for print output and lacked flexibility. Additionally, IT resources were required to make almost any change to a core document. With IFBI's current infrastructure, multi-channel digital customer communications was not a viable option.

...Their Customers Deserve Better

With its customer base expanding to include all regions of the Hoosier state and pressure from the board to offer personalized communications to each individual, IFBI realized that change was needed. To maintain a competitive edge throughout their expansion, it was critical to implement the right customer communications management (CCM) solution. For IFBI, the prospect of improving customer experience and retention in the Auto, Home and Life divisions more than justified the investment funding.

INDIANA FARM BUREAU INSURANCE®

About Indiana Farm Bureau Insurance

Founded in 1934 by a group of Indiana farmers and initially focused on farm insurance, Indiana Farm Bureau Insurance has evolved into a significant provider across several markets. The company's business has expanded to offer insurance products for auto, home, life, business and farm as well as a range of financial products including annuities, estate planning and mutual funds. In 2010, with $625 million in annual premiums, Indiana Farm Bureau Insurance was ranked as the largest writer of farm insurance and the second largest writer of personal lines of insurance in the region.

Uncovering the Secret to Success

In establishing the selection criteria, IFBI's project team wanted to ensure the new system could provide:

- Batch, interactive and on-demand communications in a multi-channel environment, including support for outbound fax, email, SMS and e-forms
- Support for XML file formats and key standards
- Scalability to meet growing demands across the business

- Intuitive interface for business line users to eliminate the need for continual intervention by the IT department
- Breadth of interactive development
- Strength in formats and conversions
- Ease of application development
- Template management

After extensive research into the available options for customer communication creation and management in the insurance sector, IFBI shortlisted SmartCOMM™ for a detailed evaluation. SmartCOMM easily met all of the required criteria and was selected to support the enablement and execution of IFBI's strategy. IFBI was excited that SmartCOMM could reduce its total cost of ownership by substantially reducing its template library. IFBI also liked SmartCOMM's built-in adherence to XML and other industry standards, and that its support for web services deliver the industry standard integration points that would enable rapid and flexible incorporation within the company's existing infrastructure, including its policy administration system.

SmartCOMM™: Scaling the Conversation

Because the SmartCOMM™ proposal was significantly less expensive than the competitors' proposals, IFBI was concerned that Smart Communications™ underestimated the scale of the task. They soon learned they had no need for concern due to the ease-of-deployment capabilities inherent in Smart Communcications solutions. Using a "SmartSTART" approach, the initial project moved to quality assurance ahead of time and was completed under budget.

As Jim Putka, IFBI's Executive Director said, "By embracing the SmartSTART approach, we've been able to get to market faster than we could with any of the other solutions. This is the first time in my career where a vendor has under-promised and over-delivered."

SmartCOMM now handles all IFBI's customer communications across all channels - from policy summaries to invoices, letters and declarations.

IFBI is producing an average of 9,000 to 10,000 communications daily, with peaks of 15,000 to 18,000. These volumes will increase significantly as the implementation moves to other lines of business. Once the full benefits are realized, the company expects to reduce template design upkeep by at least 50%.

SmartCOMM™ Key Capabilities

Powerful Template Design – Automate the selection and personalization of communications with intuitive, browser-based template design.

Responsive Design – Test and troubleshoot digital communications on mobile devices and tablets to ensure error-free communications everytime.

Browser-based Draft Editing – Quickly update documents, select pre-approved content, and finalize conversations for delivery across formats.

Document-Driven by Data and Content – Automatically drive content and form selection to simplify complex design across output channels.

Interactive Interview Process – Gather data rapidly through an intuitive interview flow and use the data to build communications for further editing.

**Rapid Request and Send** – Create highly personalized messages with just one click.

Interactive HTML and PDF Output – Get support for rich iHTML email and iPDF output.

**Multiple Format Options** – Output to Postscript, AFP, plain text, SMS, video, XML and WordML.

Seamless Data Access – Rapid integration with your existing sales and service data using standards-based interfaces.

Flexible Deployment – Any combination of cloud, hybrid-cloud and on-premise deployment to lower TCO.

Secure Collaboration – Controlled access and unbreakable audit trails achieve higher levels of compliance while reducing risk.
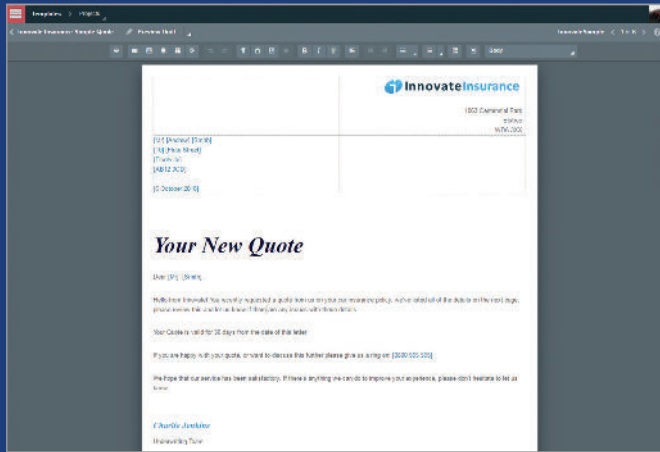
Browser-based Template Design Using Structured Data and Content
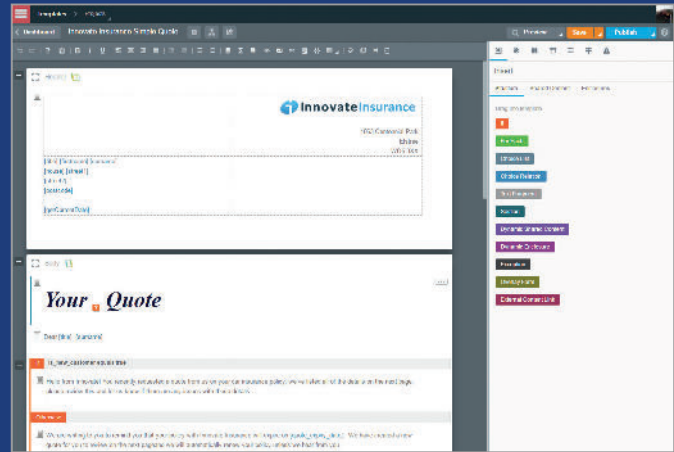
Previewing and Editing Draft Documents with Optional Pre-Approved Content

You Need a Smart Solution

You need a way to scale the conversation. And that means you need a solution with three things:

Undivided Attention

With Smart Communications, you get the only company who's 100% focused on enterprise CCM. This means you can count on your solution to be here tomorrow, and to continue improving and innovating day after day, year after year — because we are spending all of our time, energy, and investment on CCM.

Exceptional Usability

No one does more to simplify template management and put control back in the hands of the business user. Say goodbye to coding and hello to simple drag-and-drop design. With easy to use interfaces for real-time previews, approvals and editing, you can stop playing the waiting game and free up IT.

True Cloud Capabilities

We give you true cloud capabilities and everything that comes with them. This means you significantly reduce costs, respond faster and scale operations effectively – without sacrificing security or compliance.

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. The company offers a range of solutions including SmartCOMM™, SmartDX™, SmartCORR™ for Salesforce and SmartCaaS™ for Partners.

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