



# INNOVATE

Digital Transformation Made **SMARTer**

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## Transforming Forms Interactions with Intelledox and Smart Communications

Clinton Brown, Head of Product at Intelledox, a Smart Communications Company



**SMART**   
COMMUNICATIONS™

+ intelledo»

**SMARTer Together.**



- Intelledox adds cloud-based digital customer experience capabilities to the Smart Communications portfolio.
- It transforms legacy forms and processes into digital and mobile interactions, with:
  - Prefilled adaptive interviews, for real-time data capture any time/any device
  - Built-in workflow automation
  - Connectors to systems of record
  - Integration to CCM, eSignature and content archiving

# SMARTer Digital Conversations

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**More meaningful communications that match customer expectations throughout the lifecycle**



**More adaptive, personalized, and relevant two-way conversations**



**Automation and transformation of business systems and processes**



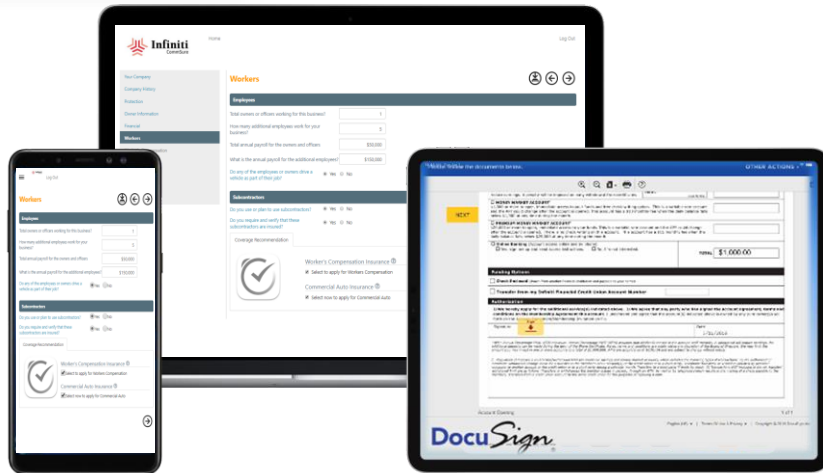
**Exceptional end-customer experiences**



**Increased value via cost and time savings**

# The Challenge: Eliminating PDF Forms as the Customer Experience

TRADITIONAL FORMS PROCESS



DIGITAL PROCESS WITH ADAPTIVE INTERVIEW

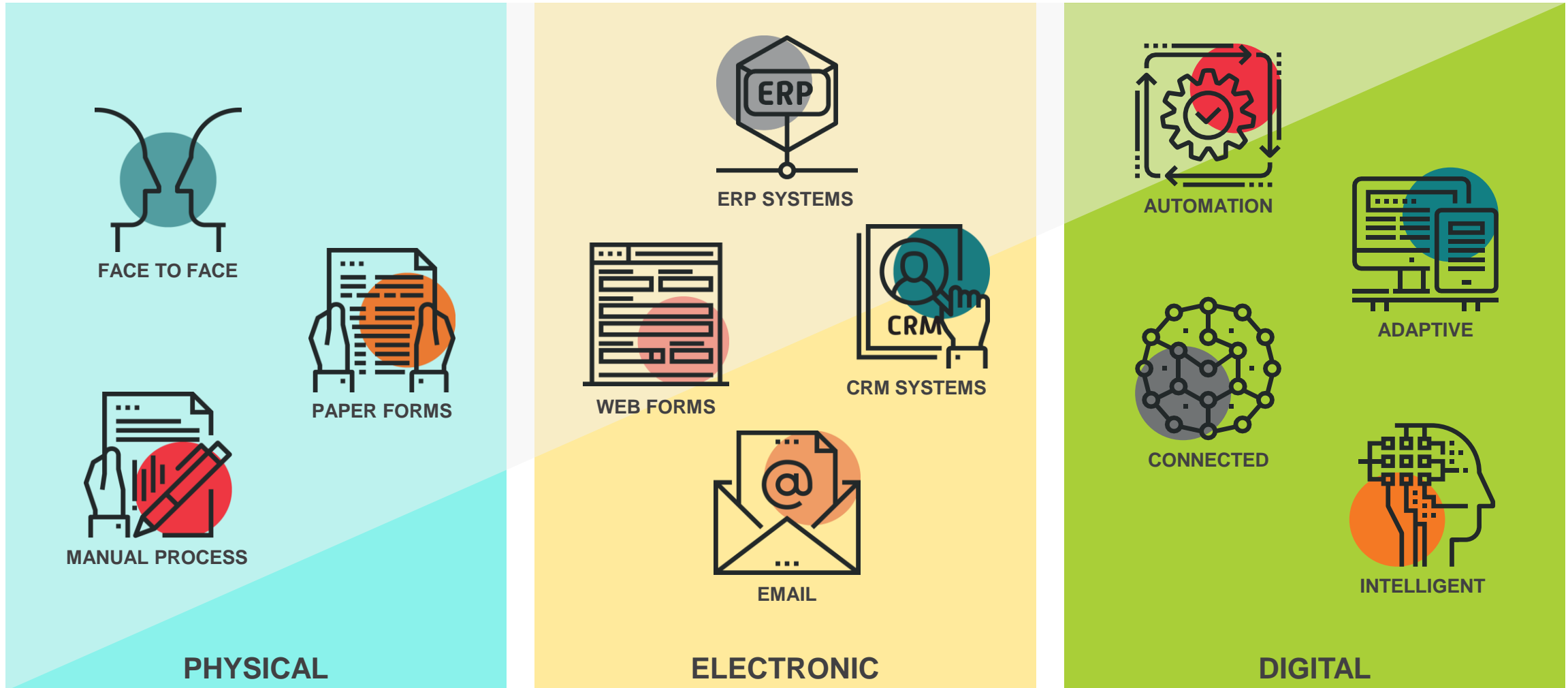
- Large libraries of filed forms in PDF and unable make these processes mobile accessible
- Maintaining forms for regulatory compliance is difficult and delays time-to-market
- Not Intuitive – Forms require training to complete and often challenging instructions
- No connectivity to data or core systems requiring duplication of data collection
- Lacks Intelligence and Data Validation leading to “Not In Good Order” (NIGO)
- Saving data from PDF forms requires expensive Adobe Licensing or manual rekeying

***Intelledox next-generation adaptive forms eliminate these issues***

# The Digital Maturity Curve: Where are you?

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# The Challenge



**Individual Life Insurance**

**Life Insurance Change of Beneficiary**

Use this form to change Beneficiaries on your life insurance policies. The company indicated in this section is referred to as "the Company."

Metropolitan Life Insurance Company     First MetLife Investors Insurance Company  
 New England Life Insurance Company     MetLife Insurance Company USA  
 General American Life Insurance Company     Metropolitan Tower Life Insurance Company

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**Things to know before you begin**

- This form applies to all MetLife companies.
- Only the Owner of the insurance policy is authorized to change Beneficiaries. If there is more than one Owner, all Owners must sign.
- This form must reflect all Beneficiaries, both Primary and Contingent, who should receive the proceeds of the policy(ies) listed below.
- If the insured dies without a surviving Beneficiary, payment will be made to the Owner, if living, otherwise payment will be made to the Owner's Estate.

**Definitions**

- Owner:** The person(s), business, charity, Trust, or entity with the right to make all decisions regarding the policy.
- Insured:** The person who is insured by the policy(ies) and upon whose death the Beneficiaries will receive the proceeds of the claim. The Insured may also be the Owner.
- Primary Beneficiary:** This is the person/party you select to receive life insurance proceeds after the Insured's death.
- Contingent Beneficiary:** This is the person/party you select to receive life insurance proceeds after the Insured's death if no Primary Beneficiaries survive the Insured.
- Testamentary Trust:** A Trust created and funded by the Insured's Will which only becomes active upon the death of the Insured.
- Living (Inter Vivos) Trust:** A Trust created during the lifetime of the Grantor (person who established the Trust).

Please provide information about the person (the Insured) covered by the insurance policy or insurance policies.

**SECTION 1 - Insured**

Policy number(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

First name \_\_\_\_\_ Middle name \_\_\_\_\_ Last name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Date of birth (mm/dd/yyyy) \_\_\_\_\_ Phone number \_\_\_\_\_ Social security number \_\_\_\_\_

Email address \_\_\_\_\_

Life insurance will be paid to the people you name below after the Insured's death.

**SECTION 2 - Designate Your Primary Beneficiary**

Complete one of the five Primary Beneficiary options below.

**OPTION A - Individual Beneficiaries**

- If you wish to designate more than three Individuals as Primary Beneficiaries, attach a signed and dated sheet listing the additional beneficiaries including all details requested in this form and identifying their role as a Primary Beneficiary.

BENECHANGE (11/14) Fs      Page 1 of 9      Owner initial here \_\_\_\_\_ Date \_\_\_\_\_

## SECTION 6 - Certification & Signatures

### Signature Requirements

- Each Policy Owner must sign this form. If an Owner is also the Insured or a Beneficiary, they only need to sign, date, and print their name.
- If there are more than two Owners, each additional Owner must sign and print their name, date their signature, provide their address, date of birth, phone number, and social security number. Space is reserved for this on page eight.
- Any Irrevocable Beneficiary must also sign this form.
- If any Owner lives in Massachusetts, that Owner's signature must be witnessed by a disinterested person over age 18 who is not being named as a Beneficiary. In all other states, witnessing by a disinterested adult is not required but is strongly recommended.
- Any Witness to the Owner's signature must be present when the Owner signs this form.
- If someone else is signing on behalf of an Owner, the full names of both Owner and signer must be provided. Be sure to include copies of any documents proving legal authority – such as power of attorney, guardianship papers, etc.

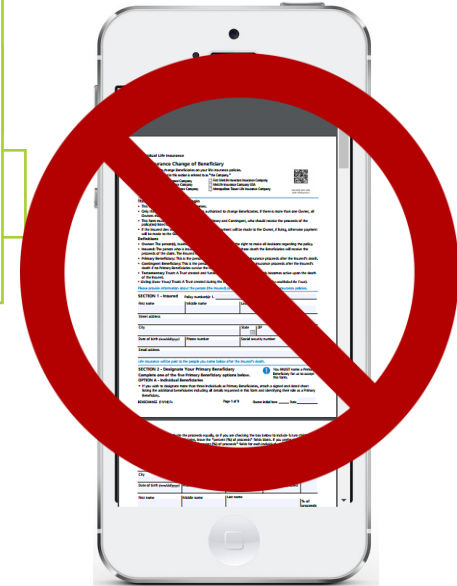
### Corporate, Partnership, Charity, or Trust Owned Signature(s)

Please sign as shown below:

Trust owned	Signatures, followed by the word "Trustee," of all required Trustees.
Corporate/Charity owned	Signature and title of one authorized officer (other than the Insured).
Partnership owned	Signature and title of one authorized partner (other than the Insured).
Limited Liability Company owned	Signature and title of one authorized individual (other than the Insured).
Sole Proprietorship owned	Signature of Owner, followed by the title "Sole Owner."

## Assess Current Challenges

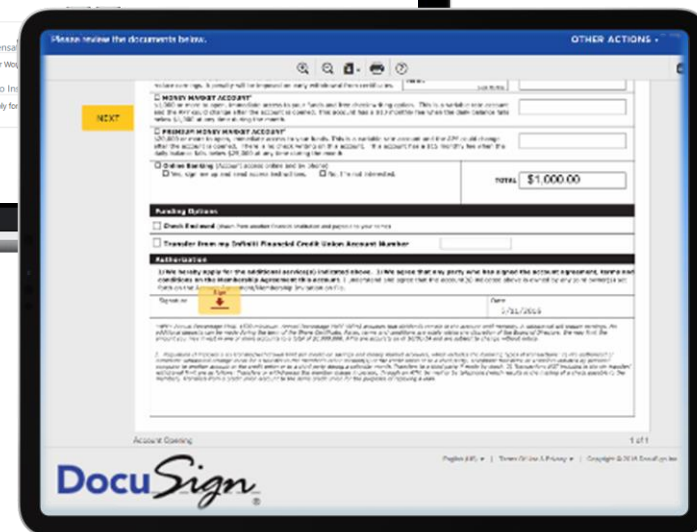
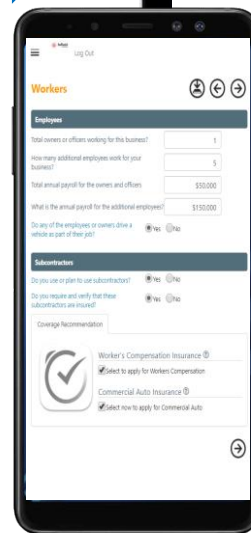
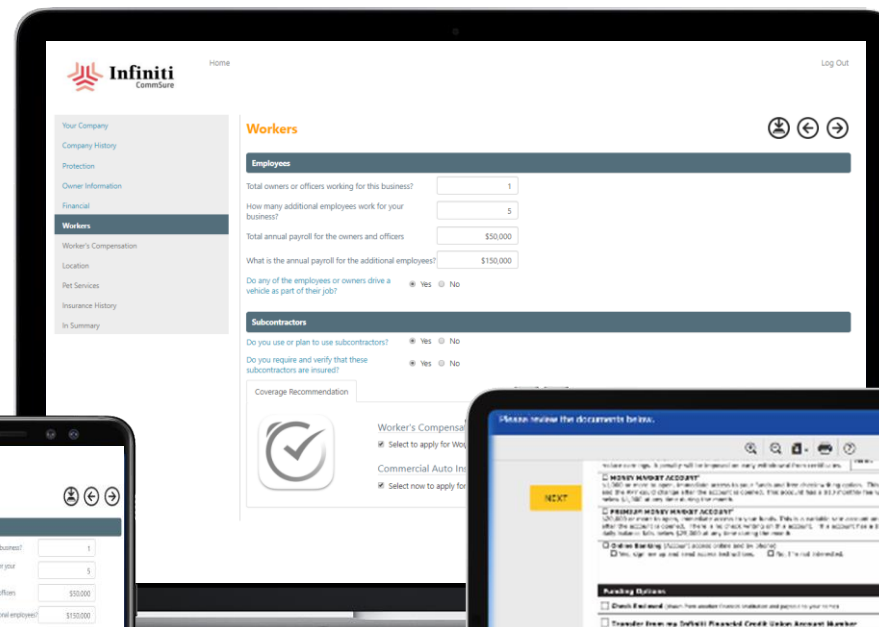
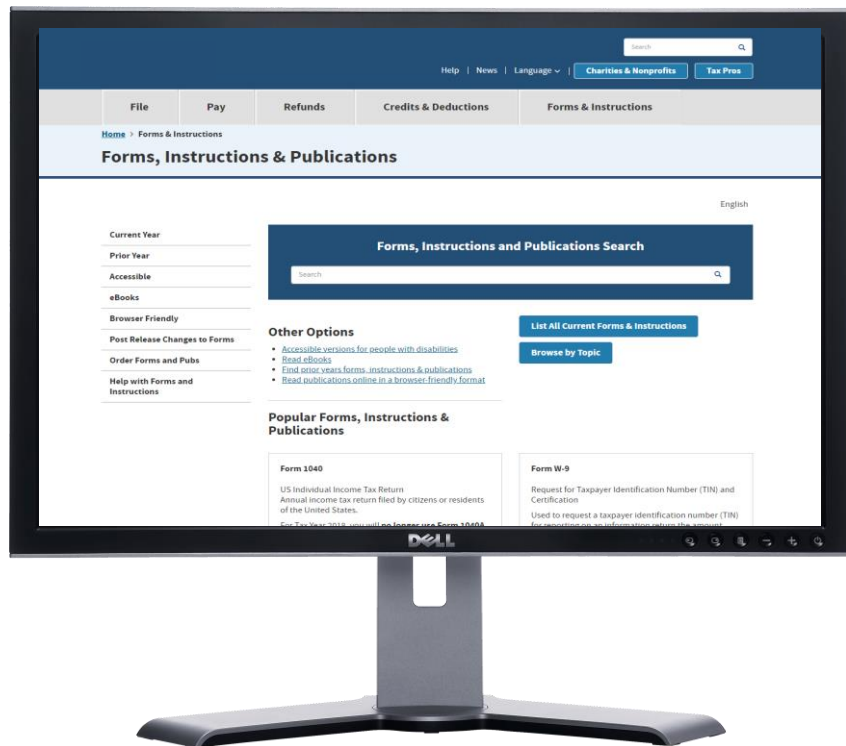
- Different Experiences based on browser choice
- 26 separate "if" business processes over 9 pages
- Multiple Attachments Required
- 5 different signature options (trust/corp/individ/etc)
- 6 different options for submission
- Reserved areas for internal use only
- Multiple workflows based on instructions
- Multiple State variations based on input



# The Opportunity - Forms "Re-imagined"

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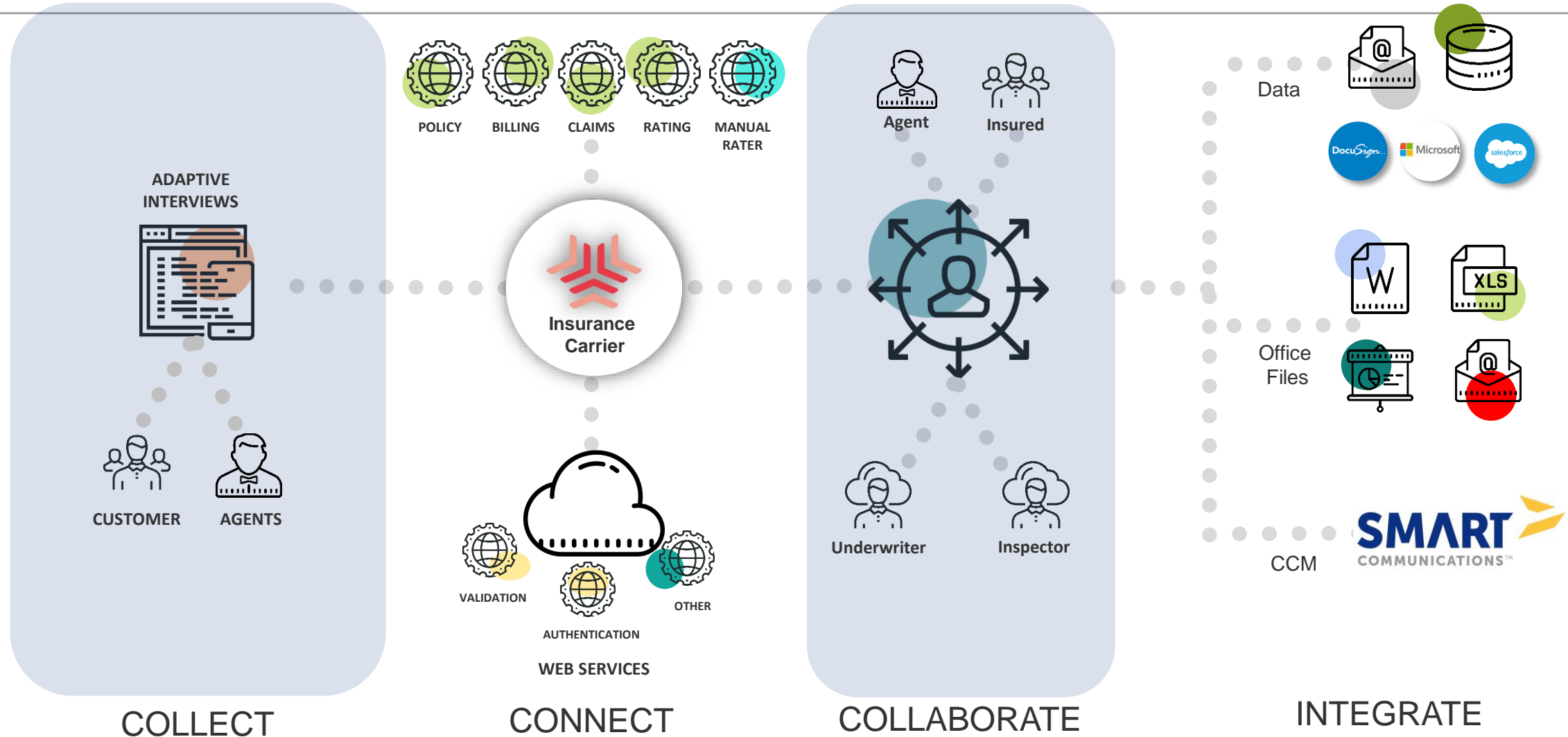
# A New Customer Experience to Drive Value



# The Steps to “Re-imagine” the Customer Experience

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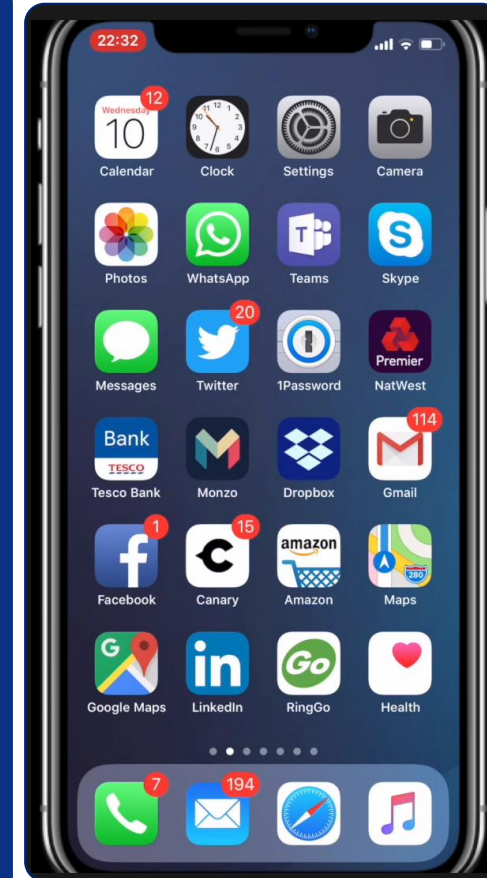


# Opportunities: Claims Use Case (Travel)

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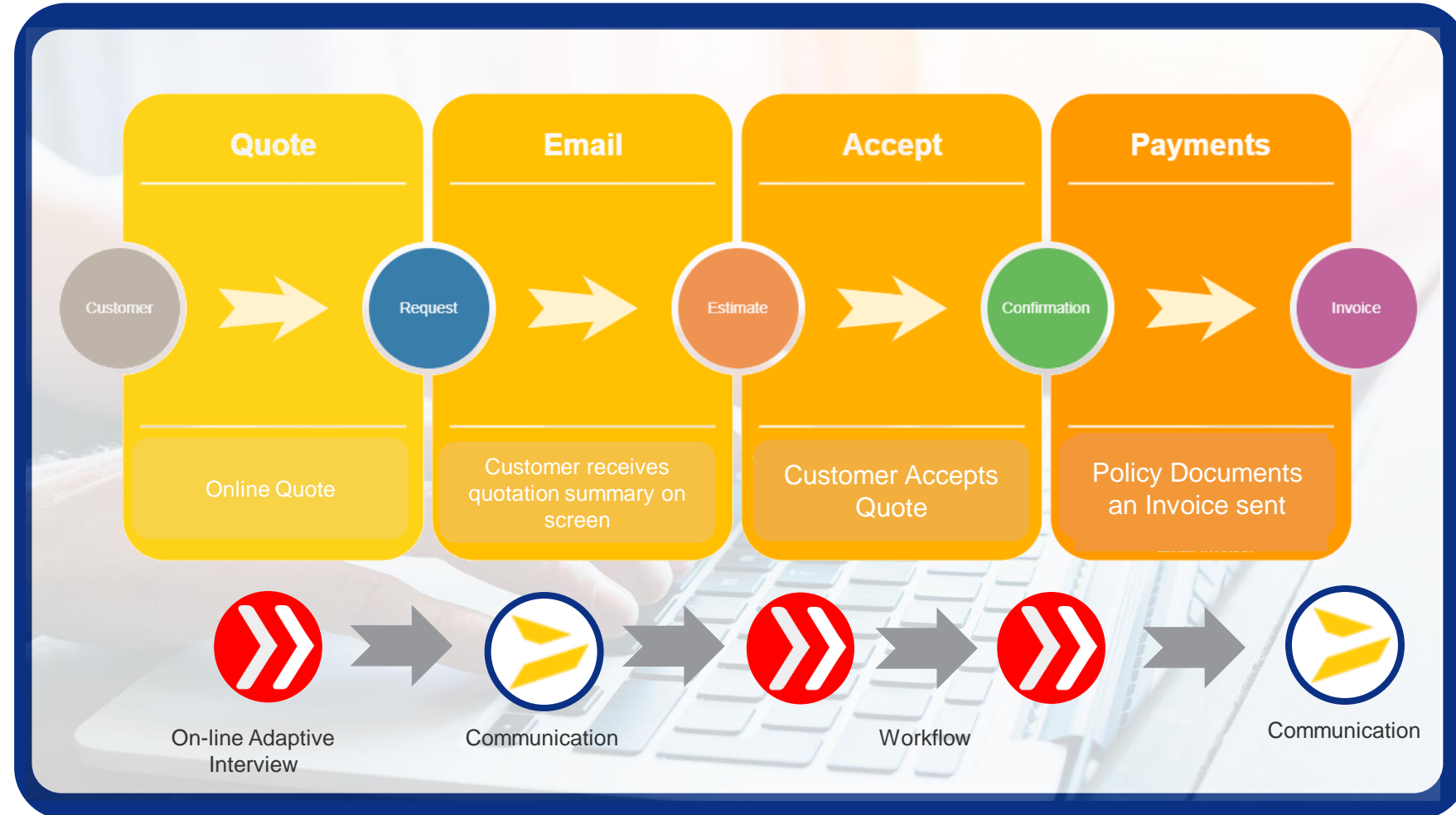
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1. **Interactive (Claims)**
2. On-Demand (Quotes/Proposals)
3. Collaboration (Negotiated Contracts)
4. Servicing (Account maintenance, Self Service)
5. Applications (On-Boarding)
6. CRM (SFDC, SugarCRM, Dynamics)
7. Migration Studio (AI)



# Opportunities: Applications (Motor Insurance)

1. Interactive (Claims)
- 2. On-Demand (Quotes/Proposals)**
3. Collaboration (Negotiated Contracts)
4. Servicing (Account maintenance, Self Service)
5. Applications (On-Boarding)
6. CRM (SFDC, SugarCRM, Dynamics)
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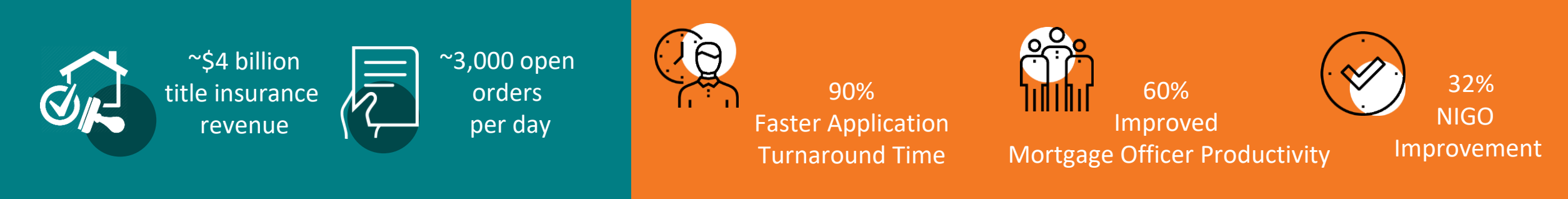
# Leading US Provider of Title Insurance and Property and Mortgage-Related Services



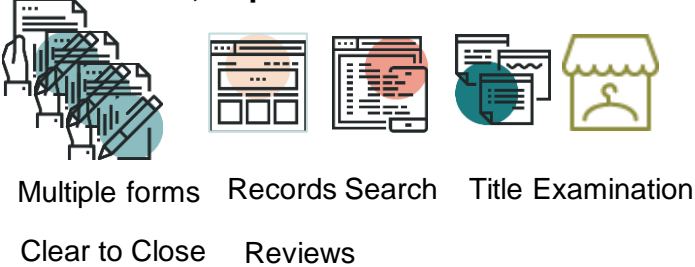
**Challenge:** How to close faster and deliver a seamless customer experience and reduce fraud  
**Solution:** Enable digital transformation of their closing process  
**Results:** Superior service & significantly increased productivity

## Example in Customer Acquisition

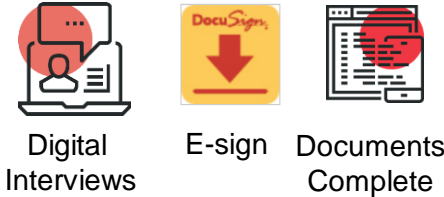
### Digital Closing of Title Insurance



#### Traditional Title Application Journey: Forms, Paper and Time Intensive



#### New Digitally Enabled Title Application Process



**Immediate value:** More than 1 million transactions going live out of the gate

- Customer application time reduced from 10 days to 1
- Escrow officers cut process time > 50%; from 48 to 20 minutes per application
- Digitization of data collection and integration with legacy + external systems reduced not in good order (NIGO) rates from 12.5% to 4%



## High-Level Ways Insurers Measure the Business Value of Digital Transformation

- Accelerate **turnaround time** to complete new policies by as much as **90%** and increasing revenue
- Slash **incomplete and NIGO error rates** from **35%** to **less than 2%**
- Launch new products faster by **reducing development time** by **more than 75%**
- Improve customer service and **reduce support calls** by **as much as 55%** a
- **Improve agent productivity** by **60%** or more