

# SMARTIQ™

Static fillable PDFs and web forms are relics in today's digital-first world. SmartIQ from Smart Communications makes it possible to digitize manual processes and connect legacy and modern software systems to automate the communication between them.

In the Financial Service Industry, **60 to 70% of customers will abandon a form before seeing it through to completion.** The Financial Brand

With SmartIQ you can digitally transform paper and PDF forms and manual business processes to enhance and simplify your customer experience. By offering intelligent, conversational user experiences, you increase customer engagement while streamlining internal processes, managing risk and reducing demand for support services.

## Specifically, SmartIQ makes it possible to:

- **Achieve enterprise-class digital transformation:** Paper and eForms-based manual business processes are transformed into intuitive, guided user experiences that can be accessed from any device.
- **Empower business users:** SmartIQ's web-based, drag-and-drop designer tools can be used by business process owners and can be built and maintained easily giving time back to your IT team — meaning no code and faster time to market.
- **Improve customer experience with workflow automation:** Empower business users to design and develop automated processes wrapped around customer interactions, without the need for IT intervention.
- **Grow market share:** Frictionless customer experiences lead to improved form conversion rates.
- **Gain access to data insights:** An analytics dashboard provides key insights that allow for continuous improvement and improves the customer experience.
- **Increase compliance:** Manage risk with templated, interview-style questioning that identifies incomplete or ineligible forms before they make their way to your team.
- **Go mobile:** SmartIQ is channel agnostic. Save IT development time and money by creating a single experience that allows customers to start and finish on whatever devices they choose.
- **Seamlessly integrate with e-signature:** By starting with interview-style conversations and finishing with simple e-signature capabilities, forms are completed quickly and are less likely to be abandoned.

Hundreds of organizations in the most regulated industries, including financial services, healthcare, government, and insurance trust SmartIQ to provide secure, customer-friendly, and easy-to-maintain solutions that engage customers from acquisition to onboarding and servicing.

- New account openings
- License or permit applications
- First notice of loss claims
- Benefits applications
- Internal team onboarding
- Commercial loan applications
- Health plan enrollment
- Customer self-service forms
- And more

# Why is it Important to Connect Isolated Systems?

Managing your business' systems and processes is a critical aspect of running any organization. While these systems may function well for singular tasks, the inability for those systems to automatically communicate with each other effectively will always be a significant barrier. By using SmartIQ to establish an automated workflow between these systems, you can reduce the need for human intervention, streamline your processes and reduce your management time and costs.

## How Does it Work?

The SmartIQ platform is comprised of four main components that together provide streamlined, adaptive, self-managed digital experiences.

### Next-Generation Forms

Dynamic forms improve and streamline the customer experience by transforming static forms into adaptive data-driven applications to capture information from any device.

### Automated Workflow Engine

SmartIQ can connect forms to various systems and trigger automated, behind-the-scenes processes and approvals. The workflow engine also lets you connect stakeholders to speed up time to market and respond more rapidly to customers.

### On-demand Customer Communications

SmartIQ allows you to use new incoming customer information, along with known data from your system of record, to automatically produce personalized, multi-channel documents or electronic messages, in real time on demand. Connect to your e-signature platform to complete any transaction digitally.

### Quick Connectors

Accessing valuable data assets in your organization can now be extracted and integrated into any customer interaction simply and easily using an array of SmartIQ Quick Connectors.

## KEY BENEFITS



### Move to Digital Fast

Get up and running in days to weeks – not months to years. No need for custom programming or code.



### Cut IT Costs & Empower the Business

SmartIQ is low code and easy for non-technical users. Drag-and-drop to create a new application in minutes.



### Connect to Core Data Sources

Extend your IT investment using Quick Connectors to seamlessly integrate into back-end systems of records for data aggregation (BPM, ERP, CRM), preserving data integrity and the investment in legacy systems.

Improve & Automate Your Processes and Take Your Digital Customer Experience to a New Level.



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