

# SmartCOMM™ for Salesforce

## Insurance Solution Brief



Digital transformation is at the top of the agenda in board rooms these days across many industries, including those in insurance. Rising competition and customer power create an ever-competitive market. Rather than racing to the bottom in a typical price war, savvy insurers now chose to compete on customer service and profitability. In order to win, these leaders look to radically simplify business processes through digital transformation efforts as the main basis for differentiating themselves from the competition.

In insurance, documents and communications are part of these business processes, and in many cases, the generation and delivery of these communications are integral to completing key revenue-generating activities. In fact, in the insurance industry, the only touchpoint many policyholders have with their insurers is via the policy document itself. From quotes, policies and regular batch statements to personalized service and claims communications – the demands on enterprise communications are always growing.

*Leading insurers around the world depend on SmartCOMM™ for Salesforce to drive information-rich, business-critical, complex documents and communications throughout their businesses. As part of the Smart Communications Conversation Cloud, SmartCOMM™ for Salesforce delivers insurers communications like these at an enterprise level of scale, trust and compliance.*



Policies



Welcome Kits



Statements



Notices



Claims Correspondence

As a result, wise insurers that are in the process of significant digital transformation of business processes are also looking to modernize the generation of their business communications. In order to succeed in today's markets, the most successful industry leading firms recognize the value a modern communications platform brings to insurance:



Radically improves the customer experience through personalized communications via the channel of choice for users



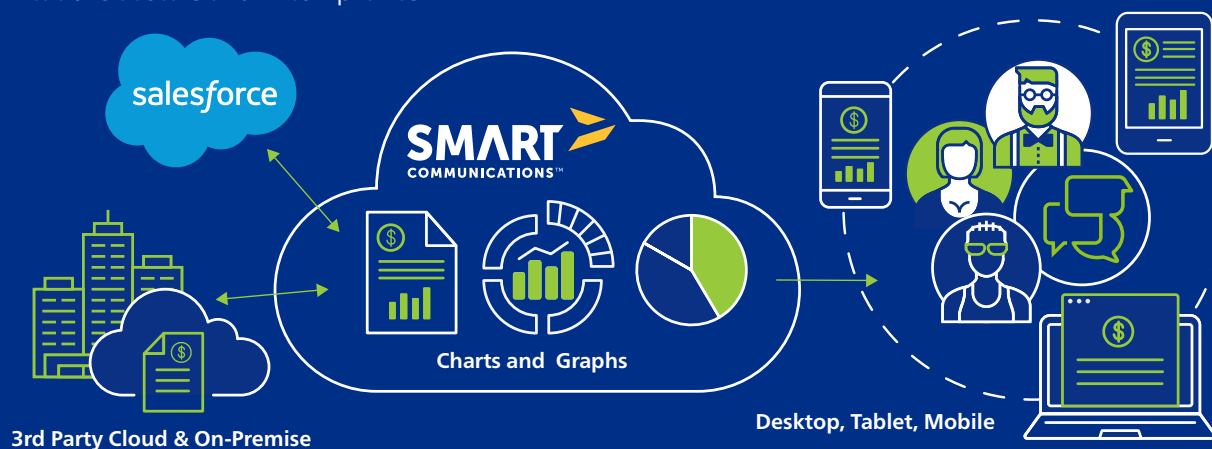
Empowers employee business users to accomplish goals without the need to involve IT



Leverages these new customer and employee experiences and capabilities to drive new business models

Many CIOs charged with these initiatives are turning to trusted platforms like those from Smart Communications and Salesforce as the basis for driving this digital transformation. The Salesforce Customer 360 platform enables integration throughout the enterprise giving organizations a complete view of interactions with clients – across sales, support, marketing and other functions. Built natively on the Salesforce platform, Salesforce Industries provides industry-specific cloud and mobile software for the world's top insurance, communications, media and entertainment, energy, utilities, health, and government organizations. SmartCOMM™ for Salesforce delivers industry-compliant, mission critical documents and communications across all use cases on the Salesforce platform – on demand, interactive, and batch at scale.

As an example, consider this typical scenario. An insurance company wishes to launch a new product targeting millennials in multiple languages. It would like to present a variety of options to these customers showing projected costs and payouts leveraging data across several disparate platforms. In addition, it would like to present this information graphically with compelling charts and graphs across multiple channels including mobile. SmartCOMM™ for Salesforce leverages data from Salesforce and third-party systems (both in the cloud and on-premise) to generate these critical documents and communications at scale and in compliance.



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**Recognized as an industry leader, Smart Communications is often built into best of breed solutions. Whenever these solutions call for enterprise document generation or customer communications, SmartCOMM for Salesforce is scoped for the following reasons:**

- Professional quality, sophisticated documents and multi-channel communications – quotes, contracts, statements with complex charts, graphics and tables
- Enterprise scale to support billions of transactions across on-demand, interactive and batch use cases while remaining in compliance with leading industry regulations
- Enterprise scope to integrate throughout the organization via Smart Communications' Conversation Cloud across public cloud, private cloud and on-premise infrastructure
- Faster time to market via an ever-evolving communications platform that brings ease, agility and scale to business and IT users
- Seamless user experience in Salesforce

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