



The Conversation Cloud™

Modern Claims Communications

Payers face several challenges in today's competitive marketplace. Brand loyalty is on the decline, member expectations have risen to incredibly high levels and new entrants to the market have increased competition. The claims experience – and the communications that members receive throughout it – is one of the most critical factors in securing a renewal from the member.

The Conversation Cloud™ from Smart Communications provides insurers with a better way to manage claims-related communications with their members. From notices of adjudication to digital and printed Explanation of Benefits statements all the way through to claims appeals and grievances, communications are completely connected – meaning you can orchestrate each and every conversation with the customer.

“Improving communications and digital channels increased NPS by 10 points and trust by 2% in one year.”

JD Power

Benefits of Smart Communications for claims communications include:



Improved Customer Experience

Generate personalized communications across channels including print, email, SMS and HTML.



Risk Mitigation

Reduce errors resulting from manual processes and ensure regulatory compliance.



Cost Reduction

Reduce the reliance on contractors and third parties to update templates or ingest forms.



Decreased Time to Market

Reduce template update process from months to minutes and improve your time-to-market.



Additional benefits of The Conversation Cloud include:

- **Unparalleled Interactive Capabilities:** Claims professionals need easy-to-use browser-based editors to truly personalize their communications, including drag-and-drop capabilities to embed interactive components such as images, videos, social media toolbars, and accordion widgets.
- **True Cloud Deployment:** Stop allocating budget to maintain archaic, on-premise deployments. With complete deployment flexibility – including pure cloud on AWS – we're aligned to wherever you are on your cloud journey to bring you increased speed and agility and lower your TCO.
- **Built for the Enterprise:** The only provider with the proven ability to support enterprises across all communication types including batch, on-demand and interactive, our Conversation Cloud makes it easy to power the largest of claims departments and the most complex use cases.
- **Seamless Integration with Core Systems:** Our open APIs and pre-built accelerators make it easy to connect directly into your core administration processing systems, whether you're using Facets or another claims platform.
- **Exceptional Usability for the Business User:** Simplified template management puts control back in the hands of the business users. Say goodbye to coding and hello to simple drag-and-drop design, easy-to-use interfaces for real-time previews, approvals, and editing.
- **Manage Compliance and Risk:** Combining role-based content editing permissions with full audit trails and change tracking, claims professionals can generate personalized claims communications within a fully HIPAA- and ISO 27001-compliant platform.

Notable Customer Impact



\$5M+

in savings by adding
in digital channels



90%

reduction in number of
templates



92%

reduction in template
update time



Leader in Customer
Communications
Management, Business
Automation and Omni-
Channel Orchestration



Leader in Customer
Communications
Management 2020
IDC MarketScape:
Worldwide CCM
Vendor Management



XCent Advanced
Technology Winner for
CCM in Insurance



Dominant Provider,
Novarica Market
Navigator
March 2020



Leader in 2020
Research Globe for
Workflow and Content
Automation

Contact Us Today for a Personalized Demo



Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering companies to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently. Smart Communications is headquartered in the UK and serves more than 650 customers from offices located across North America, Europe, and Asia Pacific. Smart Communications' Conversation Cloud platform includes the enterprise-scale customer communications management (CCM) power of SmartCOMM™, forms transformation capabilities made possible by SmartIQ™ and the trade documentation expertise of SmartDX™. In 2021, the company acquired Assentis, a leading European software solutions provider specializing in customer communications management (CCM) with a focus on the financial services industry. To learn more, visit smartcommunications.com.