

One Stop solution for Enhanced Customer Experience

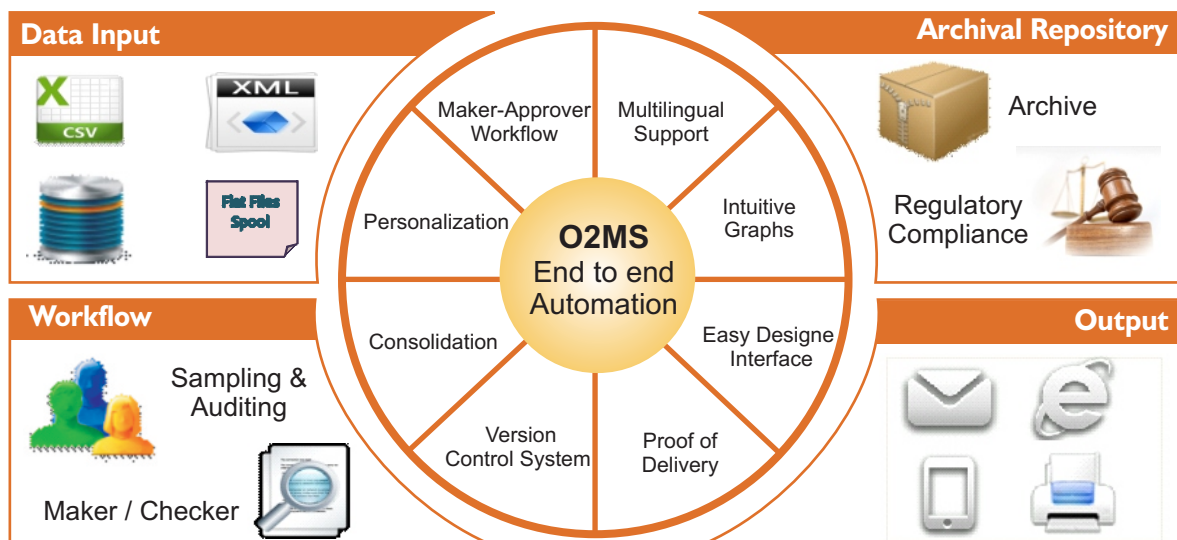
- ✓ Better Up-Selling & Cross-Selling
- ✓ Consolidated Forms / Statements for Multiple Offerings



Customer-facing applications and processes are increasingly becoming the major focus of IT investments in the Insurance Sector. Forms, Policies, Notices, Endorsements and Renewals, Claims Correspondence, Agent Compensations, Annual Statements, Portfolio Statements, Marketing Campaigns, Bills, etc., are all critical to the insurance business.

A strong Customer Communication strategy aligned with the right application is the perfect way of delivering better customer experiences. Smarter and targeted communications over customers' preferred distributed channels impact the entire Insurance Product Lifecycle, from form design, generation to distribution.

Customer Communication Management (CCM) is a powerful and adaptive enterprise communication platform, empowering business users to create, format, manage and present the right communication to the right customers over their preferred communication channels. One Stop solution framework that manages end-to-end communication over the entire spectrum- structured, interactive or on-demand in the most efficient and cost effective manner.



Newgen's Solution Framework

- Designer tool for highly interactive and personalized forms / statements
- Definition for static, variable and marketing content with corresponding business rules
- Data consolidation from multiple disparate systems
- Integration with the best of breed BPM and ECM platforms providing:
 - Efficient workflow for forms / statement creation, approval and distribution
 - Long term archival and on-demand availability of all forms / statements
 - Comprehensive audit trail of activities from creation to archival
 - Business Activity Monitoring (BAM) for real-time monitoring of the entire process
 - Rules-engine for effective marketing messages on demographic and activity pattern
- Single platform for multi-channel delivery - print, e-mail, web and mobile
- Batch printing and secure electronic correspondence
- Delivery tracking across all channels
- Analytics for usage of different communication modes and viewership of marketing messages

Benefits

- **Consolidation:**

Better customer experience by having a single view of the customer's engagement with the organization
– Portfolio Statements

- **Improved Presentation:**

- Rich design templates – html, pdf view
- Communicate in customers' preferred languages
- Adherence to corporate branding guidelines
- Graphical analytic representation for taking informed decisions

- **Customer - Centric Inline Ads:**

- Utilize prime paper space for Personalized Inline Advertisements
- Rule-based profiling and segmenting of customers
- Targeted Promotions – Right Customer, Right Proportion, Right Time & right Channel

- **Electronic & Multi-channel Delivery:**

- Failsafe and faster delivery of the correspondences through e-mail & mobile
- Tracking of bounced, undelivered, incorrect statements
- Personalized messages over html body/ attached pdf

- **Cost:**

- Consolidated output saves paper, printing & postage
- Avoid wasteful & unread inserts
- Reduced manpower for the entire process

- **Compliance:**

- Repository for Correspondence Archival and real time retrieval
- Service duplicate forms / statement requests effectively
- Workflows for multi-level approvals
- Content and design consistency
- Anytime audit

About Newgen

Newgen Software is a leading global provider of Business Process Management (BPM), Enterprise Content Management (ECM) and Customer Communication Management (CCM), with a global footprint of 850 installations in over 45 countries with large, mission-critical solutions deployed at the world's leading Banks, Insurance firms, BPO's, Healthcare Organizations, Government, Telecom Companies & Shared Service Centers.

Newgen has been positioned in the Magic Quadrant reports for BPM and ECM. The company has been recognized by distinguished analyst firms like Frost and Sullivan as A 'Hot Company to Watch for' in their global ECM Market report, 2009 and by IDC in its exclusive report "Newgen Software: Global Leader in Business Process Management and Document Management Solutions".

Newgen's Quality Systems are certified against ISO 9001:2008 and Information Security Standard, ISO 27001:2005. Newgen has been assessed at CMMi Level3.

Recognized by 'The Forrester Wave™': Cited as :

Flexible & Cost Effective CCM Solution Provider

"Strong integration with BPM & ECM..."

"Strong focus on interactive apps in financial services..."



"...great value at price points that will appeal to many enterprises."

- The Forrester Wave™: Document Output For Customer Communications Management, Q3 2011

Recognized by
"The Forrester Wave"

Corporate Office

Newgen Software Technologies Ltd.

A-6, Satsang Vihar Marg, Qutab Institutional Area,

New Delhi - 110 067 INDIA

Tel: +91-11-4077 0100, 2696 3571

Fax: +91-11-2685 6936

Email: corpmktg@newgensoft.com

FOLLOW US ON:



NEWGEN
One world. One workplace.
1992 - 2012