Overview

Insurers generate a wide variety of communications to interact with their customers. It encompasses policies, proposals, forms, notices, endorsements & renewals, claims, annual & portfolio statements, bills and others. However, when it comes to rolling out these communications, legacy systems, various business applications, fragmented document creation systems pose barriers, while leading to inconsistencies in the process.

The new-age customers expect personalized experience across all digital and traditional channels - email, social media, web, push notifications, SMS, mobile, print and fax. Thus, insurance companies must have a strong customer communication platform that can help them connect with every customer by delivering personalized, targeted and consistent communications across all touch points.
Key Challenges

- High printing and mailing costs for customer-facing communications
- High turn-around time due to manual creation of documents, letters, e-mails, and others
- Consolidation of information from multiple systems into a single customer statement
- Unsecured communications without digital signatures, and password protected PDFs
- Inability to track communication delivery and response
- Ad hoc document(s) generation from the web, mobile, email and others
- Lack of multi-lingual communications
- Absence of a centralized template repository, leading to inconsistencies in branding

Increase Share of Wallet with a Robust Customer Communication Platform

Customer communication management (CCM) enables insurers to streamline enterprise-wide communications and reach out to digitally targeted audience across various engagement channels. Leveraging CCM, insurers can roll out high-volume operations documents, one-to-one customer communications and on-demand communications across multiple channels without having to replace their legacy systems. CCM enables business leaders to reliably manage customer-facing communications while enhancing acquisition & retention rate and deepening their share of customers’ wallet.
Deliver Different Insurance Communications with CCM

Newgen’s CCM product suite- OmniOMS offers future-ready solutions for collaborative designing, reviewing and archival of insurance communications in a unified working environment.

- **High-Volume Operations Documents**
  Generate, schedule, and monitor structured, high volume or bulk documents, such as premium payment notifications, annuity statements, renewal reminders and other marketing communications.

- **One-to-one Customer Communication**
  Edit pre-filled documents, such as welcome kits, representation contracts, policy documents, acknowledgment letters, quotes, proposals and a host of other communications in real-time.

- **On-Demand Communications**
  Fetch communications directly from website, mobile or business applications, such as online premium receipts, online premium computation, quote generation, and insured ID cards.

How CCM Helps Across Insurance Lifecycle Stages

1. **PROSPECTING**
   Generate quotations and marketing collaterals

2. **POLICY ISSUANCE & CUSTOMER ONBOARDING**
   Generate welcome kits, policy documents, cover notes, premium payment receipts, rejection & refund letters, and others

3. **POLICY SERVICING AND RENEWALS**
   Create renewal notices, reminders, endorsement certificates, and lapse policy notifications

4. **CLAIMS**
   Generate claims acknowledgment, approval, payout, rejection, requirement letters and assessment reports

5. **COMMISSION PAYOUT**
   Create commission dues and paid advices

6. **MARKETING & BRANDING**
   Create a variety of marketing communications, such as product brochures, solution briefs, trans-promo ads, resource guides and others.
Business Benefits

**Reduce Operational Costs:**
- Streamline communications through end-to-end automation and standardization; cut-down on paper and postage costs
- Decrease call-center volume for on-demand communications generation by a significant margin

**Strengthen Customer Base**
- Improve the ability to target and tailor new offers to enhance up-sell and cross-sell opportunities
- Acquire customers faster by rolling out proposals and quotations in real-time

**Enhance Customer Experience**
- Enable customers to access documents anytime, anywhere via self-service
- Reduce wait time and minimize errors for your front-office communications

**Improve Compliance**
- Ensure compliance through rules-driven, yet highly customizable customer communications delivered across multiple channels
- Enhance information security and audit trail of the complete document handling process

**About Newgen**

Newgen Software is a vendor/provider of Business Process Management (BPM), Enterprise Content Management (ECM), Customer Communication Management (CCM), Document Management System (DMS), Workflow and Process Automation software. The company has a global footprint in over 66 countries with large, mission-critical solutions that have been deployed in Banks, Insurance firms, BPO’s, Healthcare Organizations, Government and Telecom Companies.

**FOR SALES QUERIES DIAL**
- **AMERICAS:** +1 (202) 800 7783
- **AUSTRALIA:** +61 280537174
- **INDIA:** +91 11 40773769
- **APAC:** +65 3157 6189
- **MEA:** +27-11-461-6497
- **UK:** +44 (0) 2036 514805

**WRITE TO US**

info@newgensoft.com

https://newgensoft.com