

The PERILS of POLICYHOLDER COMMUNICATION

7 WAYS to Learn if You Need CUSTOMER COMMUNICATIONS MANAGEMENT

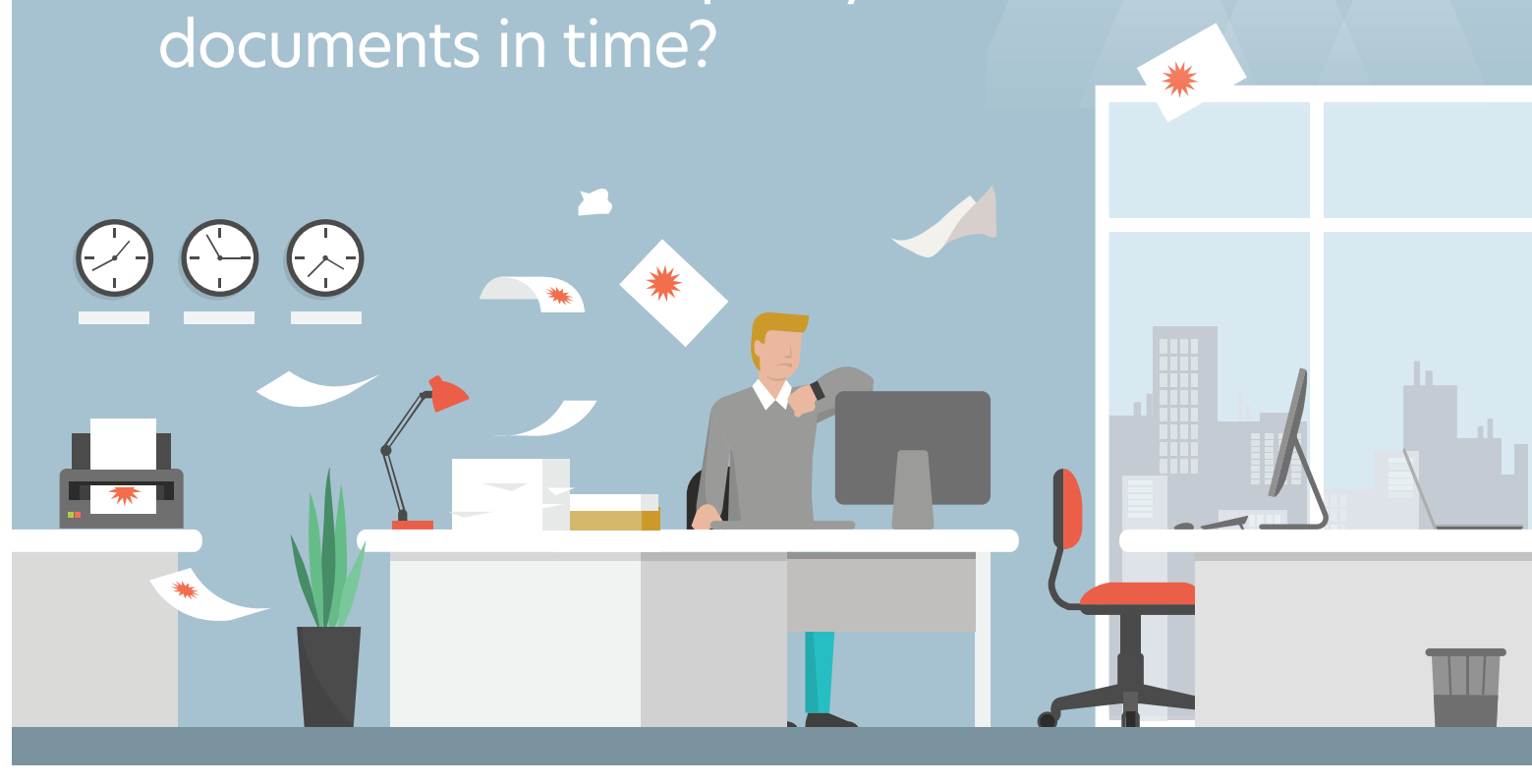
Your insurance company likely understands the importance of digital transformation, but may have back-burnered implementation. Over time, the gulf between your capabilities and the capabilities of competitors may grow dangerously wider. The wider the gap, the more likely it is customers will abandon you for an insurer that offers them more convenient – and more pleasing – digital interactions.

The seven questions below will help you understand where your organization currently stands in terms of personal, automated policyholder communications.

And, how a leading policyholder communications solution can help you answer those questions to improve customer interactions.

1

Are you losing business because you're unable to create and deliver policyholder documents in time?



The Answer:

Increase loyalty and cross-sell additional services by communicating with your customers at the right time and in the right channel.

2

Are competitors taking your customers because they offer an experience that has less friction?

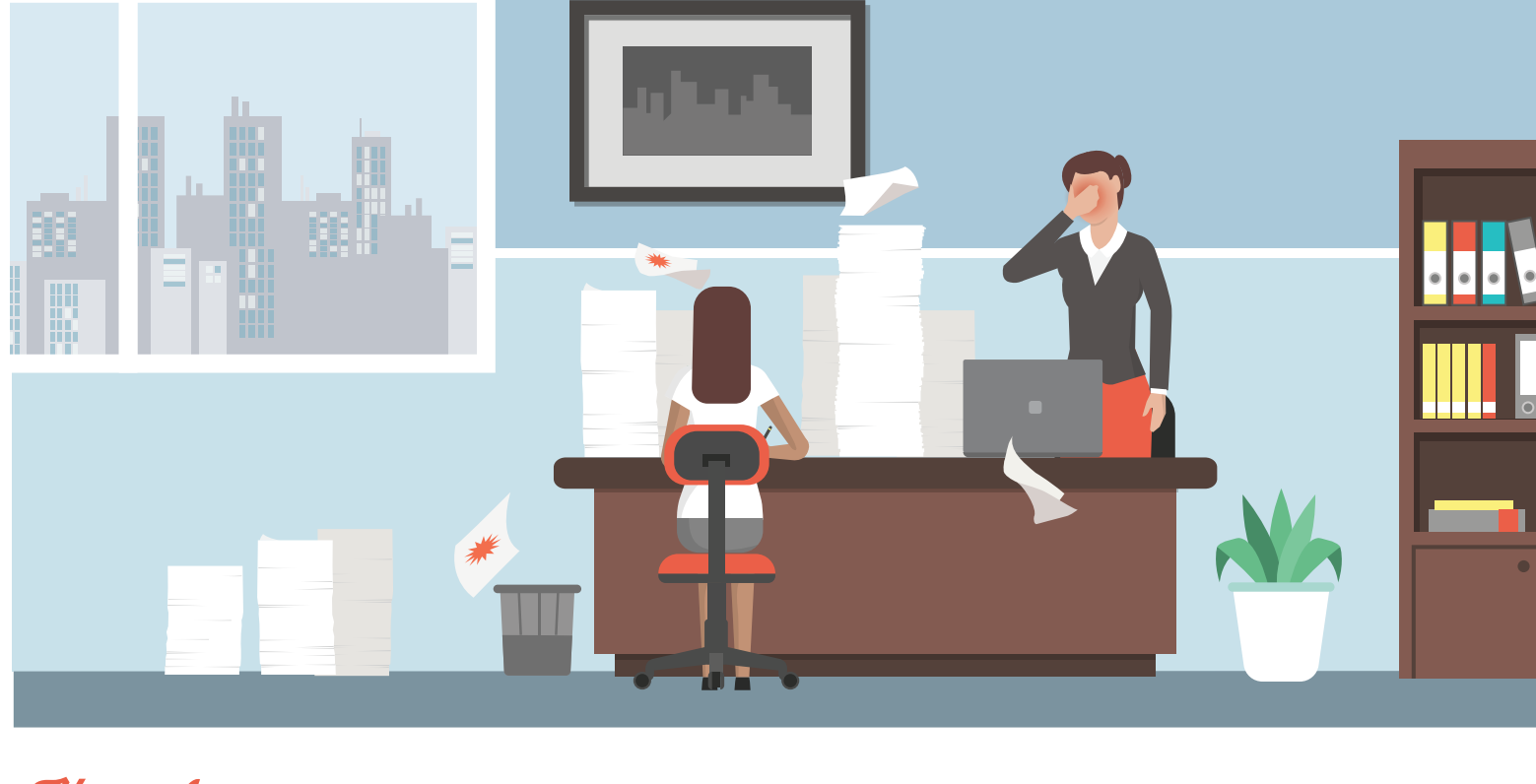


The Answer:

Provide a seamless, consistent customer experience across all channels, 24/7 access to transactions and accurate data, and personally contextual communication.

3

Do your customers need to switch to paper output for document signatures because you don't have paperless signing capabilities?



The Answer:

Enable a streamlined, simplified digital experience with e-signature capabilities that let customers complete signing ceremonies from their preferred devices.

4

Do you need to manually copy and paste data from your line-of-business application into your output or communications?



The Answer:

Integrate seamless, interactive document composition capabilities with your core business applications—without the need to rip and replace existing systems.

5

Do you need to ensure that industry compliance and legal obligations are met for all outgoing communications?



The Answer:

Increase operational efficiency while assuring compliant communications to avoid hefty fines.

6

Do you need to ensure that all company documents have a consistent look, and fulfill corporate identity requirements?

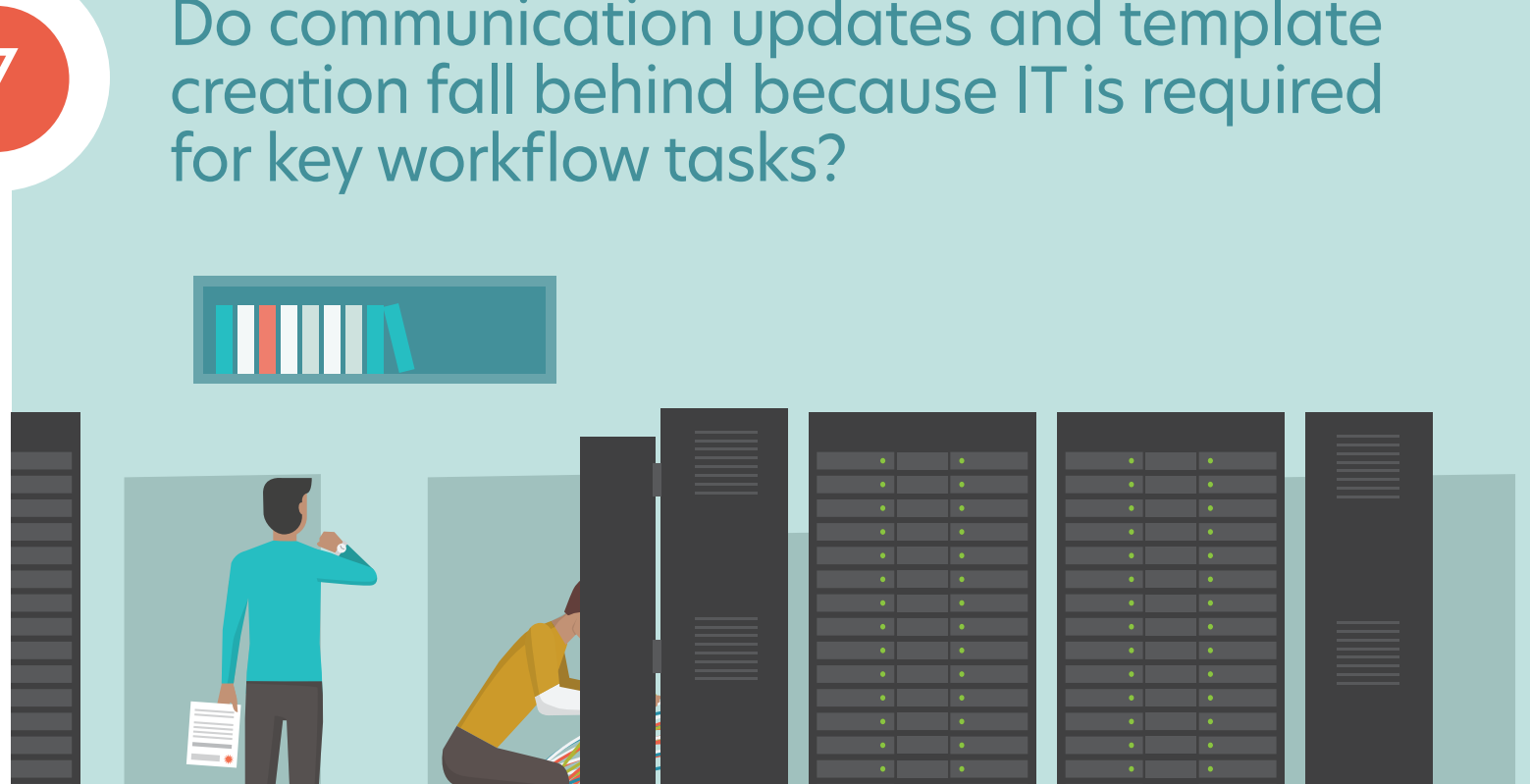


The Answer:

Leverage a single platform solution so you can make changes once and automatically apply them across all related templates—avoiding duplication of work and ensuring consistency.

7

Do communication updates and template creation fall behind because IT is required for key workflow tasks?



The Answer:

Allow employees to nimbly design and manage ongoing communications, such as policy and claims correspondence, eliminating the need for IT to create templates.

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Customer Communications Manager is a cost-effective solution for insurers that empowers your business users to easily create and manage communications and documents—such as policies and claims correspondence—with minimal IT effort. Our flexible, reliable software is easy to use and integrate, raises productivity, saves time and money and empowers your business users to communicate through the channel your clients prefer.

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