

Convince Compliance that Modernizing Your Customer Communications System Is a Top Priority

Achieving Positive Business Outcomes

Customer communications in insurance are subject to a large number of regulations. Everything from legal language and the timing of communications to the fonts and layouts must be checked for compliance. Since regulations are primarily produced at the state level in the US, every insurer must understand and comply with regulations for every state where they do business, for every type of coverage they write and for every type of customer document they deliver. And, there is a steady stream of changes to the regulations, numbering in the thousands per year for the average insurer.

Sending non-compliant documents to customers may result in fines, additional rework and even customer-satisfaction issues. Modern customer communications applications can play a major role in helping insurers address these issues. A modern communications solution with a couple of key capabilities can directly assist in managing compliance, resulting in less manual work and fewer fines for non-compliance.

Role-Based Authorizations

Multiple departments and individuals may be involved in creating and producing forms, document templates and individual customer documents. In order to ensure compliance, it is vital that only authorized individuals create or change elements that are subject to compliance rules. A modern customer communications application will allow for the definitions of specific roles that are assigned to specific individuals. For example, only certain named individuals may be able to change language related to a coverage in a given state. The application then "locks down" this language so that others cannot revise or delete it.

Version Control

The ever-changing flow of business in insurance results in frequent changes to existing customer documents or the creation of new ones. For example, when a new product is introduced, a new state is entered or a new regulation is issued, existing templates must be revised to create the corresponding new versions. Tracking the different versions of documents that need to be used in each situation is very complex. Modern communications solutions can automate the tracking of versions to ensure that the correct one is being used.

Audit Trails

When role-based authorization is combined with version control and reporting capabilities, insurers are able to audit changes to templates effectively. It is critical that audit trails for all document changes are available. A modern communications application provides this capability, allowing diagnostics to determine what version of a template was used at a particular point in time and who made the changes to it.

Rules-Based Logic

Individuals (or core application systems) creating and assembling customer documents cannot possibly know all of the rules on when and where to include the right regulatory language for every situation. Modern customer communications applications can assist in this regard with rules-based logic that can identify when text paragraphs or other regulated components must be inserted, based on data pulled directly from core applications. This also provides another benefit of personalizing the content to each individual customer.

All of these capabilities for the creation and delivery of customer communications allow the compliance team to support other groups that are creating communications (such as Policy Servicing and Claims) and reduce regulatory fines, manual operations and rework. The automated capabilities of a modern customer communications application enables compliance professionals to capitalize on their expertise and knowledge about regulations while improving their efficiency and effectiveness.

To learn more, visit cincom.com/cds, or give us a call at **800.2CINCOM**.

About Cincom

Cincom delivers the most intuitive, customer communications solution in the industry. By streamlining the design, deployment, delivery and management of high-volume, highly personalized communications, Cincom helps insurers:

- Acquire, strengthen and expand customer relationships
- Minimize compliance and regulatory risks
- Reduce operating costs
- Accelerate time-to-market for all their customer communications

Cincom leads the industry in providing customer communications solutions that are easy to integrate, easy to use and deliver a rapid and continuous return on investment.



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