Take the Risk Out of Producing Customer Communications

Overcoming Legacy Technologies and Processes

Communications are a key element in delivering a superior customer experience. But they can also keep insurers up at night given the myriad of risks associated with them. There are three categories of risks in communications that insurers need to address. These are risks related to compliance, incorrect information and customer satisfaction. All three areas may have serious consequences. Out-of-compliance communications may result in fines, incorrect information may lead to overpayments or lawsuits and poor communications that affect customer satisfaction may result in lower retention rates. And, all three have clear financial implications.

To understand how to mitigate these risks, we need to identify the underlying causes that trigger the three problem areas. Communications may be non-compliant due to timing issues, incorrect formatting or incorrect or missing verbiage on forms. Incorrect information may be due to poor-quality data or faulty logic. Poor communications may be due to problems with layout, graphics or lack of personalization. And, the majority of the time these are the result of old, legacy communication technologies and processes that have not kept pace with your business.

Modern customer communications solutions can help to address many (although not all) of the underlying issues. The issues that customer communications systems cannot address are incorrect data or faulty logic. There's a range of data quality solutions available for address cleansing and parsing of data elements. The faulty logic would come from applications that need proper testing. The rest of the underlying causes cited can be addressed with comprehensive customer communications solutions. The capabilities that modern customer communications solutions have to address these problems include the following:

1. **Personalization and customization** – a composition engine that enables the merging of variable data with rules logic and supports interactive communications that can be created by customer-facing users.
2. **Component management** – the ability to track text objects (e.g., paragraphs), graphic elements (e.g., logos), e-signatures or other objects.
3. **Version control** – the authorization and workflows to manage individual components as well as templates and final versions.

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4. **Template management** – the ability to "lock down" certain graphics or text components of a particular template.

5. **Delivery tracking** – recording when specific print or electronic communications were sent and ensuring that e-delivered communications are received.

A key best practice that some insurers are beginning to implement is to establish a senior executive and/or cross-functional group with responsibility for all customer communications. This executive/group monitors all customer communications across the enterprise and for every department. Their charter is to ensure brand consistency, accurate communications, compliance and overall excellence in customer communications. Modern customer communications solutions along with these organizational constructs will go a long way toward mitigating the risk in your communications.

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.