

*Helping Life Insurers Deliver a  
Better Customer Experience  
Through Better Communications*





# A Better Customer Experience Starts with Better Communications

Every year your business is faced with new challenges, drivers and trends. The need to operate more economically and efficiently, comply with new regulations, meet competitive pressures and capitalize on opportunities for growth are exerting considerable pressure on all aspects of your business.

Additionally, a more empowered insurance consumer is demanding simpler products, transparent pricing, quick delivery and the convenience of dealing with you when and where they want. In these highly competitive times, insurers must find new ways to strengthen and deepen their relationships with consumers, which is vital to retaining business and sustaining profitable growth. As a result, most progressive insurers are turning their attention to improving their customer's experience through better communications across the entire customer lifecycle.

Cincom Eloquence® can put you on the path to delivering a better customer experience by automating the design, deployment and delivery of personalized customer communications in any department throughout your business. Manual processes for generating documents that used to take hours or days now take just minutes to complete. Rekeying data from multiple systems into correspondence is now replaced with automated data and content that eliminates errors and personalizes every communication.

Customer-facing representatives no longer shuffle between applications to create letters since they now have the tools they need to service customers right within their core administration application and in real time. And, your IT staff isn't spending hours or days creating or updating document templates leaving them more time to spend on other important initiatives. The payoff: communications are better and your customers' experiences go from good to great!

A large, light green circle containing two stylized human figures. The figures are represented by solid green circles for heads and green shapes for bodies. They are positioned side-by-side, facing each other as if in conversation. The entire graphic is set against a white background.

**Where can Cincom Eloquence help your customer communications?**

(You could try to name them but don't worry, we did it for you. Just turn the page.)



# Cincom Eloquence brings communication clarity throughout your organization ...



Billing &  
Collections



Claims  
Processing



Marketing



Policy  
Issuance



Information  
Technology



Customer  
Service



Sales &  
Distribution



Mailroom

## ... to help you deliver a better customer experience.

### **Policy Issuance**

- Minimizes management effort to support multiple jurisdictions, effective dates and languages via a single template with multiple “variations”
- Eliminate costly errors associated with re-keying data from other systems

### **Customer Service**

- Eliminate unnecessary and costly calls into your contact center with proactive communications
- Accelerate response times by providing representatives with “point-and-click” access to a central repository of communication templates

### **Claims Processing**

- Ensure accuracy with comprehensive management review framework, including multi-level hierarchies, append and annotate
- Save communications at any stage of workflow for later retrieval and completion

### **Sales and Distribution**

- Make sure the right communication is used by restricting a user’s access to only those they need
- Easily transition from paper-intensive processes to electronic delivery including e-mail, text messaging and portals

### **Billing and Collections**

- Pre-populate a communication workflow with data directly from another system
- Quickly create new communications utilizing previously generated ones

### **Marketing**

- Harness transactional data to trigger communications tailored to each unique customer
- Quickly update the “look and feel” of your entire template library by simply changing a single reusable component

### **Information Technology**

- Reclaim valuable staff time by moving the design and development of templates to business users
- Integrate with any existing applications via comprehensive exits and APIs

### **Mailroom**

- Group, sort and split output to meet unique production requirements
- Dynamically insert PDFs, images, messages, bar codes and OMR marks at generation or during post-processing

# Meet the challenges of today and be ready for tomorrow

Traditional customer communication solutions used to mean siloed applications based on in-house, custom-developed code. Or worse, multiple vendor contracts that locked you into pricing and options for disparate tools that were challenging to integrate and costly to support. But not anymore!

Cincom Eloquence is designed to let you start generating customer correspondence in one department today and then grow across the organization easily, affordably and sustainably. A scalable solution built on a single-code base, Cincom Eloquence automates your customer communications processes across the entire organization through a software suite that is easy to use and seamlessly integrates into your legacy environments today.

Plus, it's ready to evolve with you as you bring on new business applications and transition from paper-intensive processes to electronic document delivery channels including email, text messaging and portals.

What's the value of Cincom Eloquence across your organization?

- **One vendor, one application** – easy for users to learn and IT to support
- **Integration** – work in your departmental application and eliminate the manual re-keying of data from other systems
- **One template repository** – centralized management of all templates and content virtually eliminates compliance risk
- **Scalability** – easy configuration you build in phases, from department to enterprise
- **Consistency** – personalized content and fewer errors no matter which delivery channel, print or electronic

**Better customer experiences through better communications!**

LIFE INSURANCE SOLUTIONS

[cincom.com/cds](http://cincom.com/cds)

## About Cincom

Cincom delivers the most intuitive, customer communication solutions 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 communication solutions that are easy to integrate, easy to use and deliver a rapid and continuous return on investment.

## To learn more



[cincom.com/cds](https://cincom.com/cds)



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