

8 Reasons Life Insurers are Considering Cincom Eloquence® to Improve Customer Communications



Outdated communication systems and manual processes stymie many life insurance carrier's efforts to keep pace with evolving regulations and complexities while continually trying to improve the customer experience. In search of a better answer, many are re-evaluating their current communication solutions and seriously considering a switch to Cincom Eloquence. Here are eight reasons why Cincom Eloquence makes more sense:

Reason

1

Customer communications is a key focus for Cincom.

Cincom has been helping insurance carriers around the world replace and convert their legacy customer communication systems to newer technologies for over 35 years. In fact, our teams have more years of experience than most customer communication vendors have been in business. Our experience across a multitude of applications enables our teams to develop strategies and solutions that fully leverage your existing core application and infrastructure investments while ensuring the conversion is done right the first time.

Unlike other vendors in the industry, Cincom does not use its customer communication solutions as a tool to influence the purchase of some other application, hardware or printers. We focus on leveraging your existing solutions and meeting your customer communication needs first, and always.

For the past 35 years, insurance has been a key focus area for Cincom. Over 100 insurers around the world have used Cincom solutions to power their customer communication processes. Their confidence in Cincom allows us to assert 100% referenceability.

Reason

2

Cincom's corporate strategy is to focus on our customers first, and always.

Feedback from our installed base has fueled more than 2,000 customer-driven enhancements to Cincom Eloquence since its introduction in 2007. Customer-driven development means we do more than listen to our customers, it means we collaborate with them by evolving our solutions side-by-side with their needs in order to provide long-term value for their investments.

Maintaining our status as a privately held company is the most important element in our ability to stay 100% customer-focused. This provides us with the ability to make product-roadmap and business-strategy decisions that are always in the best interests of our customers, not venture capitalists. As a result, 98% of Cincom Eloquence installations have remained Cincom customers.

3

Cincom Eloquence is easy to use.

Cincom is the only software provider in the industry to collaborate with third-party experts in usability to design the user interface. By utilizing a roles-based approach to authoring templates, Cincom Eloquence divides responsibilities across your IT resources and business users. IT resources can easily create variable data sets (including database queries) that map directly to data in your existing applications and databases. Business users have the option of working in a:

- a) "markup" view that takes advantage of embedded Microsoft® Word for all visual and formatting elements such as bold, italics, logos, signatures, charts, fonts, tables of content, indexes, foreign languages, etc.,
- b) Microsoft Visio®-like "logical" view that provides an object-oriented approach to embedding rules logic, structure and workflow, or
- c) "digital" view that streamlines the design of fully responsive electronic communications.

We brought even more simplicity to Cincom Eloquence by giving your customer-facing reps "point-and-click" access through standard web browsers or directly from within their core applications (via our comprehensive library of APIs and application exits) to a central repository containing templates with pre-approved content and pre-configured workflows. That opens the door to assembly and generation of correspondence while interacting with customers in real time.

4

Cincom Eloquence is easy to integrate.

Focusing on ease of integration does not mean simply acquiring another company or software application to round out a product portfolio—the typical approach of most vendors in this market. To Cincom, it means building a solution from the ground up with a commitment to open standards, web services and utilization of field-proven technologies (e.g., JSON, XML, JAVA, JBOSS and Tomcat) to provide the flexibility, reliability and scalability required for today's mission-critical communications as well as the economies demanded by information technology budgets and management. With Cincom Eloquence, there is NO need to invest in specialized resources or additional training in technologies outside those already deployed in your infrastructure today.

Cincom Eloquence's single code base—99.9% designed, developed and supported by Cincom—combines with an extensive library of APIs and program exits to streamline integrations at any point in the production workflow. And, external data can be accessed in real time directly from other applications or databases (read and constructed from SQL databases as well as JSON, XML and flat ASCII files) for pre-populating workflows, triggering data-driven logic, content inclusion/exclusion, template completion and output processing. This approach provides for the creation of a wide range of communications including notices, riders, policy contracts, commission statements and customer-service correspondence while speeding communication response times and reducing overall costs—not to mention freeing up your IT resources to focus on higher value-added projects.

5

Cincom Eloquence is tailored for departments, yet it is comprehensive for the enterprise.

Cincom focuses on a modernization path that begins with delivering personalized, interactive communication solutions to departments and scales to high-volume batch production and emerging on-demand applications across the entire enterprise. All of our teams, including Engineering, Professional Services and Support recognize the need to provide solutions tailored for departmental applications within each market we serve, yet powerful enough to power the entire enterprise. This alignment and focus allows us to develop a deep understanding of the critical business issues facing your key functional areas and develop solutions to address your unique applications.

Our 50+ customer communication solution professionals (with an average tenure of 15+ years) are committed to learning your business, analyzing your requirements, explaining the options and identifying a solution built precisely for your unique needs. We work one-on-one with you to engineer a solution that best fits your business processes versus having to adapt them to our solution, thus preserving your legacy investments and ensuring that you are in production quickly and realizing value within as little as six months. Just as importantly, our worldwide Professional Services and locally based 24/7/365 Support teams will help make implementing and maintaining your solution worry-free. We prepare you to meet the challenges of today and provide flexibility and scalability for tomorrow's growth.

6

Cincom is committed to supporting your digital transformation.

Cincom Eloquence provides enhanced digital delivery capabilities with a strong focus on entity design that supports email communications and interactive workflow experiences for mobile clients as well as integrating with "best-of-breed" digital solutions. This allows you to easily transition from paper-intensive print/mail to digital delivery including email, SMS and portal as well as integration with industry-leaders in electronic signature (DocuSign) and SMS messaging (Twilio).

7

Cincom Eloquence delivers a lower total cost of acquisition and ownership.

While our licensing costs are in line with other vendors, our professional services costs—typically 25% to 30% of software license costs—are dramatically lower since extensive programming resources are not required to deploy and train. As a result, our professional services engagements typically deliver a variance to budget of less than 10%.

Cincom Eloquence also delivers deep configurability that reduces the dependency on programming resources and excessive, complex customizations, as the solution extends to additional areas of your business. Additionally, each major release of Cincom Eloquence is subject to extensive user acceptance testing by an internal team of technical and non-technical resources as well as a select group of customers. This ensures that every release lives up to the promise of "easy to use" and "easy to integrate" while delivering a rapid return on investment.

8

Cincom's disciplined, methodical approach ensures an effective and efficient migration from your legacy system.

During our 35+ years of helping insurers convert their legacy communications systems to newer technologies, we have developed a disciplined, methodical approach that results in a quality and efficient migration. Our proven three-step process includes auditing your existing template library to help organize and scope the migration, rationalizing your library to determine which templates will be built versus flow through an automated conversion process, and developing and testing templates and components directly in Cincom Eloquence.

To ensure a complete knowledge transfer, Cincom will initially take a lead role in the migration project and gradually transition to a support role to ensure that your resources are fully equipped to operate and maintain the system after "go live." To help streamline the process, Cincom offers a full portfolio of services that span the entire migration project lifecycle including installation, training, mentoring and an onsite design workshop to instill best practices for the design and development of templates. If you want to move even faster, Cincom's Professional Services offers comprehensive template authoring services to fit your exact needs. And, when you convert with Cincom, you will do so with the confidence that you are partnering with an experienced vendor that maintains an uncompromised focus on product research and development, as well as an expert, in-house team with a proven migration methodology for a multitude of systems.

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 has helped insurers around the world:

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



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