

# 5 Compelling Reasons Why Life Insurers Are Considering Cincom Eloquence® to Improve Customer Communications

LIFE INSURANCE SOLUTIONS

Outdated customer communications systems and manual processes stymie many life insurers' efforts today to keep up with evolving complexity and continually improve the customer experience. In search of a better answer, many of these organizations are re-evaluating their current communications solutions and seriously considering a switch to Cincom Eloquence. Here are five reasons why Cincom Eloquence makes more sense:

*"Cincom's long history of helping insurers convert from legacy systems quickly and effectively as well as their US-based professional services and support teams were key factors in our decision to implement Cincom Eloquence."*

– Kathy Biwer, Director, Internal Projects  
MTL Insurance Company

## Cincom's customer-centric culture builds trust and makes doing business easy.

**Reason 1** Cincom has been delivering customer communications solutions for over 30 years, and our 50+ professionals (with an average tenure of 12+ years) are committed to learning your business, analyzing your requirements, explaining the options and identifying a solution built precisely for your unique needs. We prepare you to meet the challenges of today and provide the flexibility and scalability to grow with your business tomorrow. We work one-on-one with you to engineer a solution that best fits your mission-critical business processes versus having to adapt them to our solution, thus preserving your legacy investments, ensuring that you are productive quickly and realizing value within as little as six months. Just as importantly, our worldwide Professional Services and locally based 24/7/365 Support team will help make implementing and maintaining your solution worry free.

Remaining 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 interest of our customers, not venture capitalists.

## Cincom Eloquence is easy to use.

**Reason 2** We designed Cincom Eloquence's user interface with help from Human Factors International—global leaders in user-center design and usability who have worked with companies like Walt Disney World, Dell and Staples. In fact, we are the only vendor in the industry to use third-party experts in usability to co-design its user interface. And to capitalize on the over 1 billion copies of Microsoft® Office in use today, we directly embed Microsoft Word into Cincom Eloquence to enable you to easily move many of the template design capabilities out of the IT department and onto the desktops of your non-technical, business users. This speeds communication response times while reducing overall costs—not to mention freeing up your IT resources to focus on even higher value-add projects. We brought even more simplicity to the solution by giving your customer-facing reps "point-and-click" access through standard web browsers, or directly from their core applications, 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.

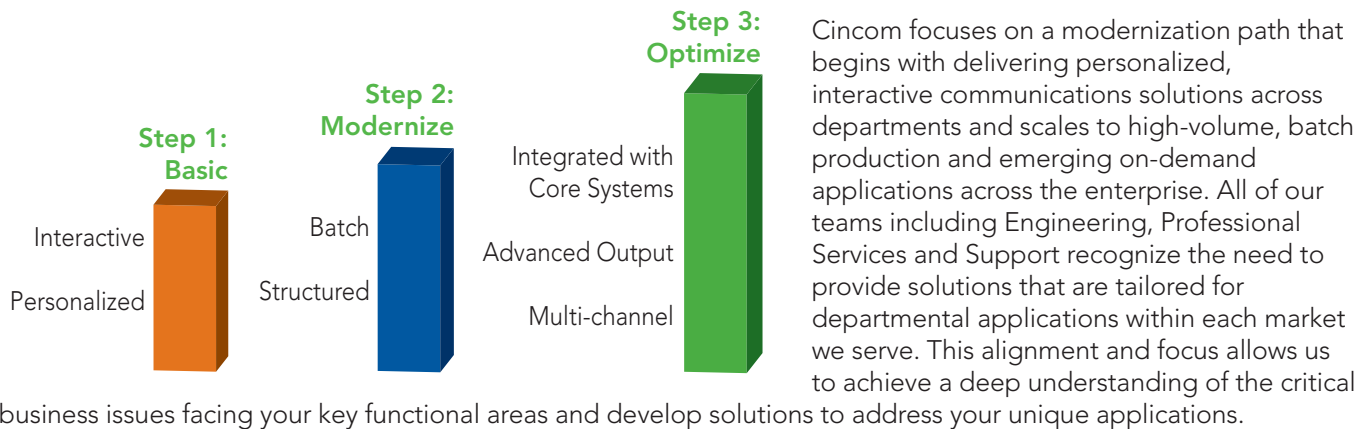
Reason **3**

### Cincom Eloquence is easy to integrate.

Our commitment to open standards, service-oriented architecture (SOA) and utilization of field-proven technologies (e.g., XML, J2EE, JBOSS, Tomcat and IBM’s WebSphere) provides you with the flexibility, reliability and scalability required for today’s mission-critical communications as well as the economies demanded by information technology budgets and management. There is NO need for specialized resources or additional training in technologies (e.g., XSL-FO, XSLT) outside those that are already prevalent in your businesses today. Cincom Eloquence’s single code base (99.9% designed, developed and supported by Cincom) combines with an extensive library of APIs and application exits to streamline integrations at any point in the production workflow. External data can be accessed in real time directly from other applications or databases—read and constructed from SQL databases as well as XML and flat ASCII files—for pre-populating workflows, triggering data-driven logic and content inclusion/exclusion and output processing.

Reason **4**

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



Reason **5**

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

While licensing costs are in line with other communications vendors, the professional services costs associated with Cincom Eloquence—typically 30-35% of software license costs—are dramatically lower since extensive programming resources aren’t necessary to deploy and train. Cincom Eloquence also delivers deep configurability that minimizes the dependency on programming resources and excessive, complex customizations as the solution is upgraded and extends to additional areas of the 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 return on investment in less than 12 months.

#### About Cincom

Cincom delivers the most intuitive, customer communications solutions in the industry. By streamlining the design, deployment, delivery and management of high-volume, highly personalized communications, Cincom has helped health insurers around the world:

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

#### To learn more

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