

Make Letter Generation Easier

Easy-to-Use Tools to Enable Your Customer-Facing Resources

Unlike other industries that manufacture and deliver physical products, the value experienced by an insurance customer is a result of the interaction they have with the insurer and the perception of how well the insurer has delivered on the promise of the insurance contract. For insurers, customer communications play a key role in shaping that value. The quality of customer communications can make or break relationships. And, while insurers have the production of policies and statements in batch under control, why are most finding it difficult to generate letter correspondence, especially in real time?

Organizational Challenges

Ideally, every insurer would have a unified approach across the enterprise to the creation of all documents and correspondence. In practice, this is difficult because of the way that technology solutions have been acquired, built and implemented by various parts of the business over time. It's the same "silo problem" insurers encounter with just about every technology initiative. Perhaps the Distribution department implemented a solution for customer correspondence 10 years ago which they still use, Claims has a different solution and Underwriting uses its own Microsoft® Word templates. And, of course, policy documents and statements are pumped out by policy administration, billing or claims-management systems. While many insurers have a vision and plan to move to a common customer communications management (CCM) platform over time, there are always turf issues and the challenges with migration since all customer-facing documents must be thoughtfully tested and migrated. These can be overcome; it just takes senior executive sponsorship, careful planning and the right CCM solution.

Integration/Cost Issues

One of the most common questions facing every insurer is whether to use their policy administration, billing and claims management systems to generate policy dec sets, renewal notices, bills and other customer documents. The answer to this certainly varies depending on the situation faced by the individual insurer. Ideally, it is best to leverage a common CCM solution for everything that touches the customer, but sometimes it is more practical for smaller insurers to continue generating high-volume, batch-oriented documents directly from the policy system. This allows insurers to keep their critical, revenue-oriented documents

flowing while they focus their efforts on migrating real-time letter generation to a new, modern CCM solution. In any case, the chosen CCM system needs to integrate with the underlying core systems to access the correct variable data, unless there is no personalization needed, which is not recommended in today's competitive marketplace. It is best to work with CCM solutions that highlight personalization and have a proven track record in the insurance sectors where you operate and experience in integrating with policy administration, billing and claims management systems in use.

Technology Platforms

There are many options for authoring documents and correspondence these days, using tools like Microsoft Word and Adobe® InDesign® or proprietary design clients embedded in the CCM solutions. A good approach is to look for an authoring tool that uses an intuitive end-user-experience approach. In other words, the solution provider has thought about the business users who will be using the tool every day. Unfortunately, a lot of letter generation today in insurance is done using legacy authoring tools or software modules within core administration suites that have good functionality but are oriented to the IT user. The problem is, most batch automation solutions are not flexible enough, and real-time letter generation is not the forte of your core administration application provider. You need a customer communications system designed specifically for real-time, interactive document generation. Customer Service and Claims representatives need an intuitive interface that provides "point-and-click" access to a central repository housing templates that contain preapproved components (e.g., compliant paragraphs, logos, etc.), rules logic to deliver personalized content and preconfigured workflows that guide them through the assembly of letters in real time.

The automated capabilities of a modern customer communications application enables your customer-facing resources to capitalize on their expertise while improving customer communications efficiency and effectiveness to deliver real value, build trust and expand customer relationships.

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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