

Content Composer for Insurance

Personalize Policyholder Communications

As technology quickly evolves, so do the expectations of insurance customers. While many insured are comfortable with the tried and true paper-based communication model, many more want to communicate via the channels with which they are most comfortable. That could be email, web chat, text or social media. Communication that is digital, personalized and consumed on-demand.

That's why 72 percent of businesses say improving the customer experience is their top priority, according to Forrester. But how will they do it?

Enhance customer communication engagement

Customers receive separate communications from various functions, products, and channels within the insurance organization — each with different messages, purposes, and formats — rather than coordinated and personalized communications. This lack of consistency and governance is only the beginning. Most carriers don't have the technology necessary to support the effective use of multiple channels, such as web, mobile and social media. Content assembly processes cling to labor-intensive legacy processes, and outdated systems make it difficult to reuse or share content with different business units and roles.

Content Composer by Hyland provides a complete customer communication management (CCM) solution. By creating and managing personalized communications and omni-channel delivery, Content Composer helps organizations increase engagement with external parties. Designed to integrate with enterprise applications and office productivity software, Content Composer features powerful creation, distribution and management tools to improve customer communication efficiency, productivity and consistency.

Content Composer is unique. Purpose-built for the insurance carrier, the product has helped insurers optimize correspondence and connect with policyholders from start to finish for more than 20 years. It provides a single platform for all three customer correspondence types: batch, on-demand and interactive.

CONNECT WITH POLICYHOLDERS FROM START TO FINISH

Policyholder communications touches every aspect of the insurance business, including new business, premium accounting, customer service and claims.



NEW BUSINESS/ UNDERWRITING

Underwriting is an important step in the new business process to connect with the policyholder. Getting these conversations correct will show you understand your customer.

- IGO/NIGO requests
- Welcome packets
- Denial letters
- Modified offer letters
- Policy printing



PREMIUM ACCOUNTING

Billing is a critical touchpoint to create a positive connection with your policyholders. Make it easy for your customers to do business with you.

- Premium notices
- Grace/lapse notices
- Reinstatement letters
- NSF notifications



CUSTOMER SERVICE

Consistent and formalized communications in customer service is imperative. Customer service is the key differentiator, and by doing it well, insurers can drive the customer acquisition, retention and efficiency that will create their competitive advantage.

- General correspondence
- Forms requests
- Confirmation statements
- Renewal notices
- Anniversary notices



CLAIMS

Strict guidelines must be must once a first notice of loss (FNOL) is received. During this part of the claims process, insurers are required to communicate in compliance with regulatory standards.

- Acknowledgment letters
- Claim packets
- Missing information requests
- Denial letters
- Settlement notifications

“The digital documents are not only indexed better, but can also be used to support the workflow and will be linked to various business applications. This enables ARS to work on providing value for our customers”.

-Marcel Brandsen, ECM Domain Architect, ARS

Benefits

Timely, personalized policyholder communications

Policyholder management touches every aspect of an insurance organization including new business, underwriting, billing, claims and customer service. When an insurer generates customer communication across multiple departments and systems, it can be inconsistent and impersonal. Content Composer improves policyholder engagement with timely, personalized communications designed for the customer’s preferred format and device by utilizing data from multiple sources to create the most accurate and up-to-date correspondence. Customers want a personalized insurance experience, from the moment they request a quote to the resolution of a claim, and this expectation is only increasing over time. Soon, customer experience will overtake price and product as the key brand differentiator. Walker expects this to happen by the year 2020.

Consolidate communication applications with a single enterprise-ready solution

Companies with the strongest omni-channel customer engagement strategies retain an average of 89 percent of their customers, as compared to 33 percent for companies with weak omni-channel strategies, according to Aberdeen Group Inc. Proven for high-volume and complex production output and distribution, Content Composer consolidates communication applications with a single enterprise-ready tool able to manage high output volumes, complex document formats, and omni-channel delivery. The solution promotes data integrity by pulling information values directly from multiple systems, eliminating errors and leveraging the most up-to-date information from the primary source. Fully automated composition can be triggered by a third party system or automated process. The composition of the documents, packaging, output transformation and distribution can all be pre-configured so that no user interaction is required.

Support the creation of communications through direct integration with core business systems

Existing legacy systems are still scattered throughout your enterprise and are limited in digital capabilities. A modern CCM solution should integrate into your existing and future business processes and access data from multiple sources, including policy administration, billing, claims and mainframes. Content Composer supports the creation of communications through direct integration with core business systems such as Duck Creek or Guidewire, and familiar screens, providing communication in context.

This eases administrative burden by decentralizing template authoring and editing, and allowing business units to participate in the creation of their correspondence. Content Composer creates a robust environment for administrators to create and manage complex components in a global library, that is designed to maximize the re-use of common languages, clauses, headers, footers, logos/brand icons, etc. providing central management for text blocks, processes, scripts and more. Templates can be authored by business owners in Microsoft Word, allowing business users to create and update their own templates. Component inheritance allows downstream templates to receive updates when the base component is changed.

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