STRONGER TOGETHER

When Guidewire and Hyland work in unison, insurers finally see the whole customer

Hyland®

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Changing customer expectations

Customers' needs and expectations are changing. They want a personalized insurance experience, from the moment they request a quote to the resolution of a claim. They want policies and products that resonate with their personal needs, and they want a sincere relationship with their carrier.

When companies don't meet expectations, especially when it comes to responding to a request or complaint, 38 percent of customers feel more negative about the brand. A full 60 percent will take unpleasant actions to express their dissatisfaction, according to research from Millward Brown Digital, commissioned by Lithium Technologies.

All at once, every customer interaction becomes a chance to win or lose future business. Better communication with the customer — and faster innovation to meet their needs, especially when it comes to following up on a claim — is at the very heart of digital transformation, and what it will take to be a successful insurer in the 21st century. Soon, customer experience will overtake price and product as the key brand differentiator.

The tree in the forest

For the modern insurer, delivering a perfect customer experience can be a challenge. Where the industry was once content with a slow approach to technology adoption, disruption from alternative providers entering the market suggests slow-and-steady will not win the race.

"Alternative providers are often at the forefront of the latest technological developments, such as artificial intelligence and process automation, putting them in a unique position to implement this technology and enhance the customer experience in a number of ways," reports GlobalData in its "State of the Insurance Industry" report. "In areas like deep data analytics, through which personalized products and targeting can be created, these tech-based businesses are capable of providing a far more bespoke product."

Most of these alternative providers, often InsurTech start-ups, but also well-established tech giants like Amazon and Apple, leverage their management of customer relationships as a key differentiator. By comparison, the customer relationship between today's insurer and its policyholders usually occurs only at point of renewal and when filing a claim.

That's lost opportunity when you consider that technology and big data offers insurers the opportunity to produce more customized products with the ability to know which customers would want them.

In other words, rather than seeing the forest for the trees, insurers need to step back and focus on each tree in the forest.

To do that effectively, you must have a complete view of your customer.

What if you could complete the picture?

If you could get a complete view of your policyholders, by tying together key systems and allowing information to work together, your relationship with the customer would benefit exponentially.

So how do you do that? After all, you've invested in legacy and modern core systems like Guidewire InsuranceSuite® to manage key data and operations — whether that's managing policy, claims and billing information or information about your customer in a customer relationship management (CRM) application.

What you may not realize — or are realizing now — is that these systems aren't built to effectively manage critical related content from documents and forms to notes and emails. And it's really not their job to do so. This leaves employees without easy access to all the information required to make decisions, manage processes and provide customer service.

For example, OnBase, Hyland's enterprise information platform, complements InsuranceSuite, providing employees with a complete view of the information they need, when and where they need it. It does this by centralizing all types of critical content and connects it to the data in Guidewire ClaimCenter™, Guidewire PolicyCenter™ and Guidewire BillingCenter™.

The two solutions work stronger together. And when OnBase is implemented alongside Guidewire™, that strength is tightened even further.

GUIDEWIRE

OnBase
by Hyland

1 Centralizes all content

2 Automates supporting processes

3 Consolidates disconnected data

Stronger customer relationships

In many ways, a complete view of the customer is a little like having a crystal ball. When you connect systems and information, you can pull together information from existing data to discover patterns and predict future outcomes and trends. Related content stored in OnBase and connected to Guidewire feeds the system's predictive analytics platform. This turns data into actionable insights and allows for data-driven decisions throughout the insurance lifecycle.

No, you won't suddenly become a fortuneteller, but you'll start to see how your customers might react to an upsell campaign or call center incident. You may even improve upon claim performance, underwriting results, and fraud and payment abuse detection.

When information works together, your ability to predict future needs and understand what that customer really wants grows exponentially. You gain insight about the customer, beyond how they shop, when they purchase, and what they buy. You see patterns and predict choices they may make in the near future.

In short, you build a true relationship with the customer. And trust us. Your customer will notice.
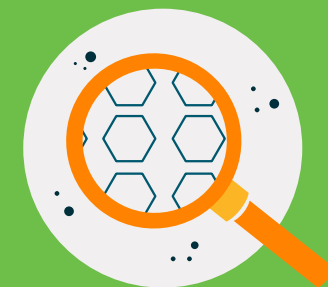
CASE IN POINT:
Helping the injured worker

WHO

An employee injured on the job

WHAT

Wants to get back to work, and is worried about how he will pay his bills

WHY

Unlike auto or home claims, workers' comp claims involve injuries that can span anywhere from an hour to a lifetime. Understanding the nature of the injury is paramount to successfully resolving each claim, and timely access to all related information is crucial. Missing or misfiled documentation results in increased costs, lengthy recovery times, displeased customers and reduced industry ratings.

HOW

In 2015, icare, one of the largest workers' cover insurance providers in Australia, implemented InsuranceSuite, its first step toward true digital transformation. However, icare was soon storing hundreds of thousands of documents within the system. The result? Database bloat that slowed everything down. Guidewire recommended OnBase and its *Ready for Guidewire* Accelerators. Now, icare end users have a faster, more reliable and more robust system. One that was deployed with an absolute minimum of disruption.

"This project was exemplary on all levels, well done to the team," said Mustansar Mumtaz, program portfolio manager.

Want to read more about icare and its OnBase and Guidewire integration? Click here »

Accelerated implementation time

While the new generation of modular core solutions, such as InsuranceSuite, is infinitely more configurable than its monolithic predecessors, deployment is still an inherently challenging and far-reaching undertaking. One reason is that as advanced and powerful as they are, today's core systems still require the integration of 20 to 30 additional third-party solutions to make them complete and able to help the insurer achieve true digital transformation. Even Guidewire executives advise that integrating feeder and output systems to the "transactional mothership" is critical to the success of legacy modernization initiatives.

Insurance-focused system integrators agree, routinely citing the work associated with integrating third-party applications as the most time-, resource- and risk-intensive aspect of a core-system implementation project.

There is a better way. It is even possible to see a 50 percent or more reduction in implementation time for OnBase content services when implemented in parallel with Guidewire using the OnBase Solution Accelerators.

More than software alone, the Accelerators represent a package of Guidewire-tested and approved software capabilities, Hyland professional services and ongoing customer support. OnBase fits within Guidewire sprint plans and takes six weeks or less to align to the Guidewire Stability phase.
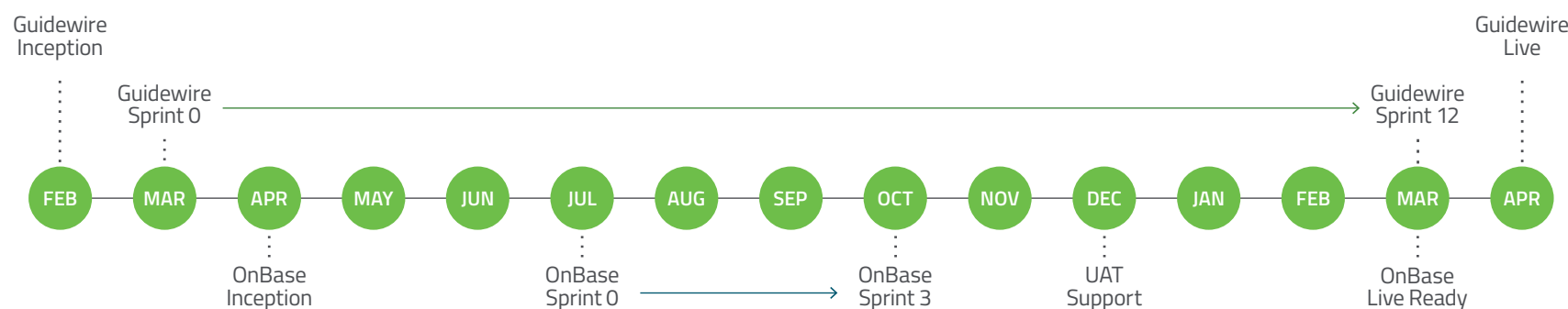
CASE IN POINT:
Strengthening customer communication

WHO
Drivers who have had an accident or need auto insurance

WHAT
Hope to get back on the road quickly.

WHY
For most working Americans, a car is essential for getting to and from work. If you don't have your car, you can't put food on the table. So getting information quickly about a claim is vitally important. Mercury Insurance understands this. With OnBase, Mercury employees have the ability to understand customer information and promptly respond to it. Now, instead of disparate mailrooms all working under different operating procedures, Mercury has a centralized mailroom that quickly takes customer correspondence, digitizes it and then delivers it to the right people at the right time. This frees employees to accomplish higher-value tasks like helping customers.

HOW
Integrating OnBase with Guidewire and Microsoft® allows Mercury to be more agile and respond to customers faster by giving employees access to customer information from within a single user interface and utilizing eFolder functionality. Employees look at documents in a dual-screen environment and no longer have to search through file cabinets or flip through stacks of paper. With digital capture of information — mail, faxes, email, paper and any file type — and the electronic delivery of that information, Mercury is empowered to respond quickly and accurately to customers. With a consumer portal, Mercury also gives customers online access to statements and billing information.

Want to read more about AF Group and its OnBase and Guidewire integration? Click here »

Three big benefits

Stronger customer relationships might be the biggest benefit of Hyland and Guidewire working together. But it's certainly not the only benefit. Here are three more:

❶ Cloud-ready

The Hyland Cloud is a secure, privately-managed, multi-instance cloud that is custom designed to act as a hosting architecture for OnBase. It provides a safe, secure and reliable deployment option to save money, free up time for staff and remove the burden of in-house data maintenance and protected storage.

YEARS
14+

NINE BILLION
documents and counting

HYLAND CLOUD USERS
OnBase + ShareBase
943,000
and growing!

100+
CERTIFIED CLOUD EXPERTS

24/7/365
99.99% uptime

❷ Enhanced user experience

Most legacy tools cannot satisfy modern requirements out-of-the box and require customization to meet business requirements. This impacts the user experience — while also increasing the total cost of ownership (TCO) of your solution. Investment in technologies like OnBase that focus on out-of-the-box capability, configuration-based solutions are better positioned to satisfy the demand on today's business.

❸ Lower TCO

Questions about return on investment (ROI) rank first among organizations considering legacy document management system replacement with more modern content services solutions. While ROI is certainly important, it's essential to look beyond initial cost-to-savings ratios to accurately compare TCO By converting away from legacy content services systems to OnBase, insurance companies greatly reduce costs associated with running the solution. With fewer maintenance costs and less time spent on upkeep, OnBase can cut content services costs by a third.

The complete view

Customer experience is driving digital transformation, and the strength of customer relationships is quickly becoming a key differentiator for those navigating through a fast-evolving insurance industry. Those who can leverage innovation to create a personalized experience for their customers will stay a step ahead of the competition and delight the consumers they work for.

A complete view of the customer makes this possible.

If you're ready to get the complete view, visit Hyland.com/Insurance today.

Hyland®

Learn more at **Hyland.com/Insurance**