As technology quickly evolves, so do the expectations of insurance customers. More and more, insureds want to communicate via the channels with which they are most comfortable - and they expect that option. That could be email, web chat, text or social media. Communication that is digital, consistent, personalized and secure.

That's why 72 percent of businesses say improving the customer experience is their top priority, according to Forrester. And in the last 10 years, the number of companies investing in an omni-channel experience has jumped from 20 percent to 80 percent, according to PwC. But how will they do it?

**SOLUTION SUMMARY | INSURANCE**

**CONTENT COMPOSER FOR INSURANCE**

Personalize policyholder communications

**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 Content assembly processes cling to labor-intensive legacy processes, and outdated systems make it difficult to reuse or share content with different business units and roles.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, Hyland’s customer communications management (CCM) solution, creates and manages personalized communications and omni-channel delivery, and 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.

“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
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.

### 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.

**Scalable, 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.

### 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.

As the customer experience continues to evolve, policyholder communications will play an increasingly important role in your organization’s success. Now is the time to take control of those processes with a CCM solution designed to meet your unique needs.

Learn more at [Hyland.com/Insurance](Hyland.com/Insurance)