

# Streamlining and improving customer service through digitization.



# Customer expectations have never been higher.

They're digitally savvy and they want personalized communications, one-click ease, first-call resolution and real-time engagement through their preferred channels. Easy, right?

Fresh competition from digital-first insurtech companies and economic pressures put the spotlight on pricing and customer service more than ever.

## We've reimagined a new and improved way to stay in sync with your customers.

It's all about looking beyond the initial acquisition phase, where insurers often direct the bulk of their budgets. To make the process run faster, we identified how they could run smoother, work smarter or require fewer employee touches at a lower cost. All together, it means there's less hassle and more efficiency, so you can disrupt your market, not your day.

### SERVICES FOR INSURANCE TRANSFORMS CUSTOMER COMMUNICATIONS ACROSS KEY PHASES IN THE JOURNEY:

ACQUIRE	ONBOARD	SERVE	GROW
<ul style="list-style-type: none"><li>• <b>Customer Acquisition</b> Reduce acquisition costs with automated campaigns</li><li>• <b>Better Conversion</b> Improve conversion with real-time, personalized quotes</li><li>• <b>Marketing Support</b> Ensure brand integrity and compliance by giving brokers and advisors access to customizable marketing materials via an online portal</li></ul>	<ul style="list-style-type: none"><li>• <b>New Application Processing</b> Digitize and reduce new application processing times</li><li>• <b>Welcome Packs</b> Leverage data to personalize welcome packs that enhance the customer experience</li><li>• <b>Secure Document Access</b> Customer service staff and end customers can securely access their documents via a Digital Vault</li></ul>	<ul style="list-style-type: none"><li>• <b>Policy Administration</b> Empower customers and advisors with self-serve policy changes</li><li>• <b>Customer Service Administration</b> Resolve customer queries faster by digitizing correspondence</li></ul>	<ul style="list-style-type: none"><li>• <b>Customer Insight and Analytics</b> Use machine learning and analytics to anticipate customer need, identify relevant next steps and drive satisfaction</li><li>• <b>Customer Retention and Growth</b> Boost retention and conversion rates with hyper-personalized marketing that gets noticed</li></ul>



Only **30%** of customers have positive experiences with after-sale service or personalization.

Source: statista.com



Since 2017 there has been an **18%** increase in customer adoption of digital channels during the claims process as they continue to embrace contactless interactions with their insurers.

Source: tmcnet.com

Our suite of services leverages leading-edge technology to empower your teams and create a consistent, improved experience for your customers.

## Communication is key to customer engagement. Let's get even better at it.

As customers look for fast, high-quality insurance service, how can you keep up? Our range of services for Insurance means you keep up and stand out, through consistent, engaging and personalized experiences across every channel and touchpoint.



### CUSTOMER ACQUISITION AND EXPERIENCE

Automated, cross-media campaigns help you attract customers, speed up time to market and save money in the process. Advanced automation allows customers to trigger relevant engagement. And the ability to deliver relevant, personalized content on their preferred channel, both physical and digital, creates a better experience. Full analytics and reporting provides cost visibility and helps you measure the effectiveness of campaigns.

### IMPROVED CONVERSION

Customers want a smooth, easy process to buy insurance and get policy coverage instantly. A real-time, personalized customer experience with minimal touchpoints, self-serve options and personalized quotes will drive higher customer conversion rates.

### MARKETING SUPPORT

A secure digital communications portal takes the guesswork out of ensuring brand integrity and staying fully compliant with all applicable regulations. Now channel partners, such as advisors and brokers, have easy access to regulatory and brand compliant collateral right at their fingertips.

### CASE STUDY

#### Helping a leading insurer in Belgium realize new efficiencies and add value

We used automation to manage millions of communications, improve the document supply chain and maintain regulatory compliance. This resulted in:

- 20% cost reduction, including 50% fewer on-site devices
- Expertly printed, high-quality, professionally finished materials
- Compliant, multichannel outbound communications with consistent branding

## Quick and painless processing.

Let our decades of experience with digitization, AI and automation transform your customer service. We find easy avenues and fast solutions within the digital insurance world, all while keeping data safe and providing organic cross- and up-sell opportunities.



### NEW APPLICATION PROCESS

This is a critical part of the customer journey and a golden opportunity to add value. From simplifying information capture and validating, to secure delivery of documents, automation makes the entire process fast and simple. The result? Accelerated time to revenue and more satisfied policyholders.

### WELCOME PACKS

Using variable data captured from inbound application processing, near real-time, personalized welcome creation provides a better customer experience and offers an opportunity to suggest other products or policies they may need in the future.

### SECURE DOCUMENT ACCESS

Our cutting-edge secure data archiving protects against breaches and provides insurers and policyholders with instant access to stored documents. Advanced document archiving capabilities such as real-time indexing, compression and data retrieval increase efficiency.

### CASE STUDY

**Allianz Benelux needed a partner that could allow them to focus on core activities and cost reduction, while transforming them to a more paperless office**

To meet these goals, we applied a Customer Communications Management platform for all outbound communication. We also used a hybrid mail approach, end-to-end document processing and took stock of all communications. This resulted in:

- A 40% cost reduction in print room reprographics and postal costs
- 70% less indexing staff
- Paperless ordering of catalogue stock

## Find better customer solutions, faster.

Exceptional service leads to satisfied policyholders. Services for Insurance streamline business processes behind every customer interaction to add ease throughout the customer journey.



### POLICY MAINTENANCE AND ADMINISTRATION

Give customers and advisors the ability to self-serve policy changes as needed. This empowers customers to manage their relationship with insurers, provides more timely updates and reduces the cost to serve.

### CUSTOMER SERVICE ADMINISTRATION

Help customer service agents deliver a better customer experience by digitizing correspondence. Automation helps to streamline policy administration, resolve customer queries faster and optimize costs.

### CLAIMS PROCESSING

Customers would prefer to receive their settlements sooner rather than later. Automating claims processing makes that possible (plus, it can deliver claims processing of up to 30% faster<sup>1</sup>). An automated, triggered response can request missing information to improve accuracy and keep customers informed of claim reception and progress.

### CASE STUDY

#### **Cooperative Financial Services needed help processing printed, emailed, faxed and handwritten customer correspondence**

We automated their e-mailroom to process and catalogue all incoming documents. Additionally, we automated downstream customer communication. This led to:

- Accelerated responses and delivery
- Same-day turnaround for insurance claim settlements
- Increased accuracy and efficiency with document management



## The best technology. The best service. Who could resist?

Knowledge is power, and that's why data and analytics are so important. Our data analytics abilities empower insurers to deliver next-level service that drives customer loyalty.



### CUSTOMER INSIGHT AND ANALYTICS

The better you know your customer, the better you can satisfy them by anticipating their needs. Machine learning makes it easy to analyze customer engagement data and identify the next best action to deliver relevant, personalized communications that can increase product holding per customer.

### CUSTOMER RETENTION AND GROWTH

Nurturing existing customer relationships is just as important as acquiring new customers. Delivering hyper-personalized communications — and delivering that message through the right channel at the right time — helps to boost customer satisfaction and retention. It also provides an opportunity to cross- or up-sell and increase share of wallet.

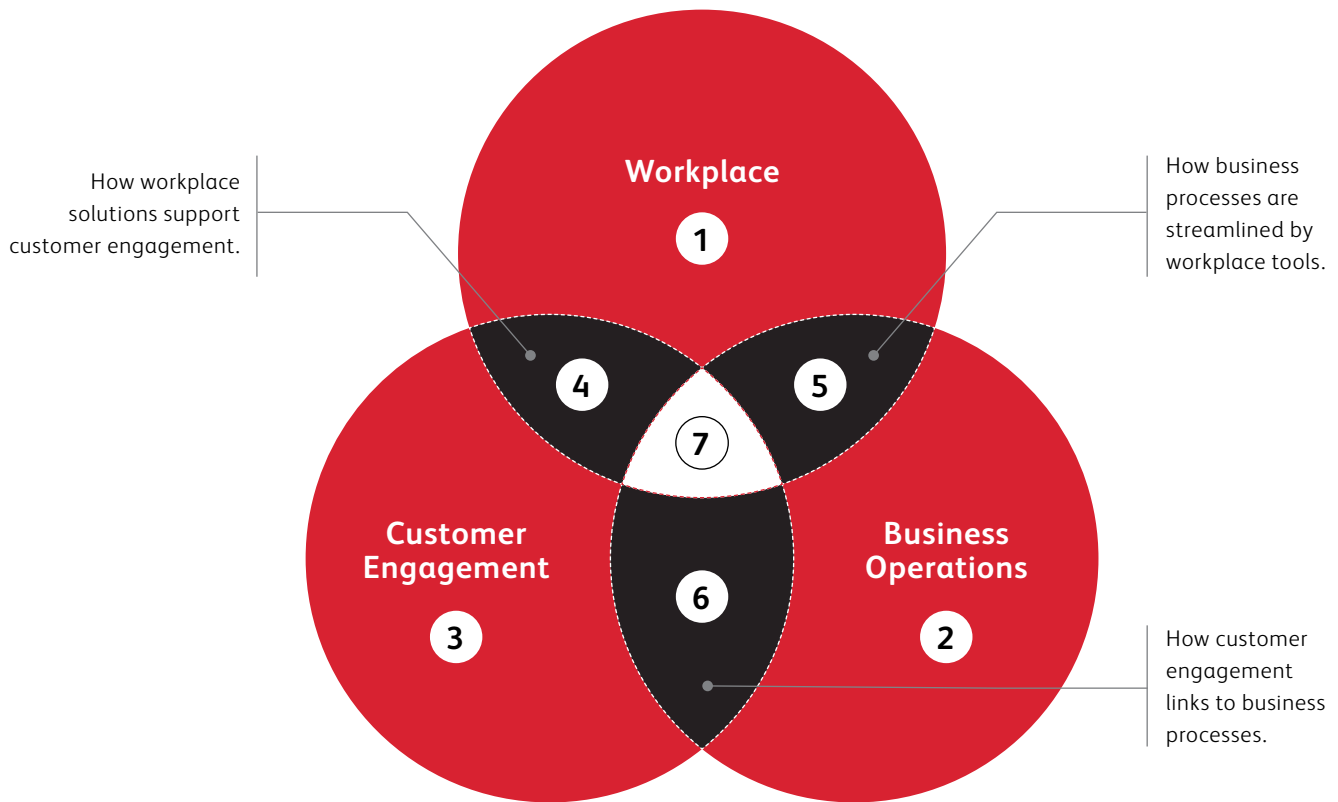
### CASE STUDY








#### Helping a globally recognized insurance company save money, improve security and streamline processes

We process roughly 600,000 incoming insurance forms from various channels each year, in addition to implementing a tracking system, reporting and disaster recovery plan. So far this has resulted in:

- \$1.7 million savings over the life of the contract for digitizing incoming mail
- Increased security and confidentiality of incoming mail
- Reduced printed documents by 20 million

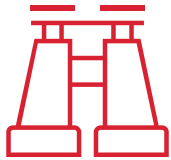
# The Ecosystem Behind Services for Insurance



Environment		Service	Description
1	Workplace	 Xerox® Managed Print Services	Designing the most efficient work environment
2	Business Operations	 Xerox® Capture & Content Services	Advanced multichannel capture and process automation for improved responsiveness and agility
3	Customer Engagement	 Xerox® Campaigns on Demand	Streamlining cross-channel deployment with scalable turnkey campaigns at your fingertips
4	Front Office Operations	 Xerox® Digital Hub & Cloud Print	Ensuring brand consistency with on-demand digital and printed communications
5	Back Office Operations	 Xerox® Accounts Payable Services	Simplifying back office operations from automated processing to full e-invoice management
6	Automated Operations	 Xerox® Capture & Content Services	Process automation faster than ever before, with increased accuracy
7	Digital Vault	 Xerox® Capture & Content Services	Digital repository for secure on demand access to documents and data

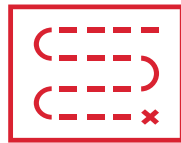
Digital transformation is an ongoing process. Our four-phased approach gets you where you need to be today and ensures continuing progress tomorrow.

**XEROX® SERVICE DELIVERY APPROACH**



**DISCOVERY**

- Pinpoint the internal and external challenges that are inhibiting change
- Establish current state; explore process, structure, channels and listen to customers



**ANALYSIS AND MAPPING**

- Map the customer journey; establish opportunity to scale, optimize and transform
- Map the business process and compare to the customer journey



**DESIGN**

- Develop solutions that innovate the way people work with process and technology
- Plan change at an individual level throughout the organization



**DEPLOY AND OPTIMIZE**

- Roll out target operating model and employee engagement program
- Revisit solution looking for incremental improvement and scalability

**Disrupt your market, not your day.**

Put our decades of digitization experience to work. Combining the best technology with the best service, we can deliver you the best customer loyalty, at a lower cost.

Learn more at [xerox.com/servicesforinsurance](https://xerox.com/servicesforinsurance).