

# One Stop solution for Enhanced Customer Experience

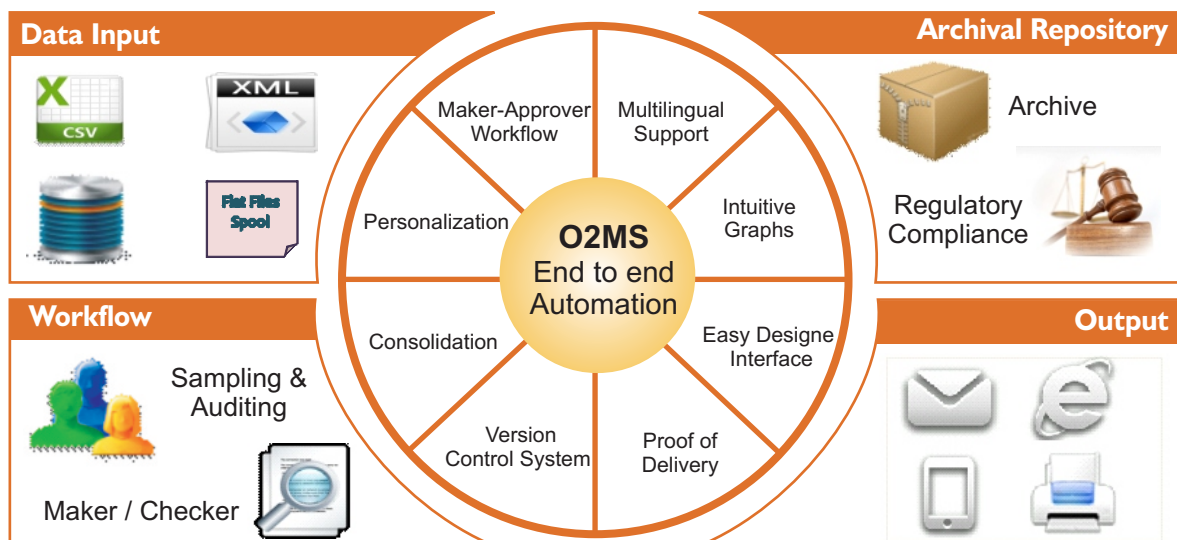
- ✓ Better Up-Selling & Cross-Selling
- ✓ Consolidated Forms / Statements for Multiple Offerings



Customer-facing applications and processes are increasingly becoming the major focus of IT investments in the Insurance Sector. Forms, Policies, Notices, Endorsements and Renewals, Claims Correspondence, Agent Compensations, Annual Statements, Portfolio Statements, Marketing Campaigns, Bills, etc., are all critical to the insurance business.

A strong Customer Communication strategy aligned with the right application is the perfect way of delivering better customer experiences. Smarter and targeted communications over customers' preferred distributed channels impact the entire Insurance Product Lifecycle, from form design, generation to distribution.

Customer Communication Management (CCM) is a powerful and adaptive enterprise communication platform, empowering business users to create, format, manage and present the right communication to the right customers over their preferred communication channels. One Stop solution framework that manages end-to-end communication over the entire spectrum- structured, interactive or on-demand in the most efficient and cost effective manner.



## Newgen's Solution Framework

- Designer tool for highly interactive and personalized forms / statements
- Definition for static, variable and marketing content with corresponding business rules
- Data consolidation from multiple disparate systems
- Integration with the best of breed BPM and ECM platforms providing:
  - Efficient workflow for forms / statement creation, approval and distribution
  - Long term archival and on-demand availability of all forms / statements
  - Comprehensive audit trail of activities from creation to archival
  - Business Activity Monitoring (BAM) for real-time monitoring of the entire process
  - Rules-engine for effective marketing messages on demographic and activity pattern
- Single platform for multi-channel delivery - print, e-mail, web and mobile
- Batch printing and secure electronic correspondence
- Delivery tracking across all channels
- Analytics for usage of different communication modes and viewership of marketing messages

## Benefits

- **Consolidation:**

Better customer experience by having a single view of the customer's engagement with the organization  
– Portfolio Statements

- **Improved Presentation:**

- Rich design templates – html, pdf view
- Communicate in customers' preferred languages
- Adherence to corporate branding guidelines
- Graphical analytic representation for taking informed decisions

- **Customer - Centric Inline Ads:**

- Utilize prime paper space for Personalized Inline Advertisements
- Rule-based profiling and segmenting of customers
- Targeted Promotions – Right Customer, Right Proportion, Right Time & right Channel

- **Electronic & Multi-channel Delivery:**

- Failsafe and faster delivery of the correspondences through e-mail & mobile
- Tracking of bounced, undelivered, incorrect statements
- Personalized messages over html body/ attached pdf

- **Cost:**

- Consolidated output saves paper, printing & postage
- Avoid wasteful & unread inserts
- Reduced manpower for the entire process

- **Compliance:**

- Repository for Correspondence Archival and real time retrieval
- Service duplicate forms / statement requests effectively
- Workflows for multi-level approvals
- Content and design consistency
- Anytime audit

## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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