

Leading Specialty Insurance Group Modernizes Customer Communications with Newgen's Omnichannel Customer Engagement Platform

Overview

The client is a leading insurance organization, founded over 40 years ago. The organization has been running business in over 150 countries, with offices across the United States, United Kingdom, Spain, and Ireland.

The organization was looking for a centralized communication framework to automate document generation and customer communication within the new policy issuance, renewals, and underwriting processes. The framework also had to ensure efficient distribution of documents/communication to the broker/customer over their preferred delivery channels.

Challenges to Effective Customer Communication

Given the massive expanse of their business, it was essential that the organization deliver timely and consolidated communications to customers over their preferred channels. Here are the challenges they faced in this context:

Growth Bottlenecks

- Legacy applications for preparing and producing documents
- Decentralized and manual template development, including data import from Excel and status updates, making it time-consuming and error-prone
- Ineffective management of multiple templates for various types of documents, such as policy contract, premium invoice, commission advice note, and others, in different business lines
- Poor handling of multilingual communications, maintaining different versions of same template for languages ranging from English to several other European languages
- Lack of audit trail and communications tracking
- Manual process of sending emails to brokers/customers and archiving documents in existing document management system

Goals of the Project

- Consolidate communications and documents from different lines of businesses into a unified platform
- Eliminate risks and dependencies associated with legacy applications
- Manage distribution of these documents/communications to the broker/customer over preferred delivery channels
- Ingest metadata from various systems in multiple formats
- Provide user-friendly interface to manage the outbound communication and meet specific case requirements

How Newgen Helped Overcome Hurdles With its Platform

Using Newgen's OmniOMS Omnichannel Customer Engagement platform, the client streamlined its customer communications. The platform enabled the client to engage customers through back office, front office, and self-service communications by connecting with disparate systems, in order to streamline communications across digital and print channels.

How Newgen's platform helped the client achieve their goals:

- **Flexible Design and Authoring:** The OmniOMS composition designer is an easy-to-use, drag and drop tool that enables component-based designing of communications. It helps ensure consistency, compliance, and standardization in customer communication.
- **Extensive Template Management:** This feature helps manage templates and different versions of documents, view external data sources used in templates, and maintain a central repository for all templates. It facilitates security, collaboration, and content-sharing.
- **Faster Letter and Contract Generation:** Enables real-time editing and output generation with the help of a web-based editor equipped with a rich graphical user interface and easy navigation. It ensures a shorter document generation time, personalized multi-channel communications, and error reduction with a controlled editable interface for users.
- **Diverse Integration:** Newgen OmniOMS can be accessed from any enterprise application or system. The platform can be seamlessly integrated with business applications, core systems, portals, and content management systems.



Solution Snapshot

Business Processes Impacted

- Underwriting

Products

- Finance Line
- Trade Credit

Risks Involved

- Marine Liability
- Italian Surety
- Brexit
- Professional Risks

Communication Mode

- On-Demand
- Interactive
- Batch

Output Channel

- Email
- DMS

Integration with

- Pega (BPM)
- ImageRight (DMS)
- MS BizTalk, REST(JSON)
- Portal
- Excel/Database

Communication Templates Designed

- Built 300 dynamic and 1,000 simple templates from 6,900+ static templates
- Premium Invoice, Commission Advice, Trade Proposal, Information Change Schedule, Contractor Proposal, Letter of Instruction, Non-binding Indicator Document, and Policy Document

Communication Volume

- 2,50,000+ communications generated per annum

Communication Languages

- English
- Spanish
- Italian
- German

Business Benefits Achieved



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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