

Transform the Customer Experience with Xerox® Services for Digital Insurer

Today's consumer expects highly personalized communications, first-call resolution and real-time engagement in all the channels of their choice. They want the simplicity of Uber with the intuition of Amazon. Easy, right?



Fresh competition from newer, digitally built organizations focused on low costs and an excellent customer experience are putting pressure on even the largest insurers.

To close the gap, you need to evolve and refine your company's digital channels, synchronizing every message and interaction while stripping away the internal inefficiencies that slow response times and drive up costs.

WE CREATED XEROX® SERVICES FOR DIGITAL INSURER TO HELP PUT YOU IN SYNC WITH YOUR CUSTOMERS.

Xerox® Services for Digital Insurer is a package of services exclusively for insurance companies. We've identified the communication and business process challenges with the biggest opportunities for improvement, and directly aligned services to address them.

- Capture and compile data from claims, forms, applications and a wide variety of digital sources
- Strengthen the customer relationship through highly personalized communications and use data to take advantage of relevant cross-sell opportunities
- Reduce the cost of acquiring new customers and shorten the time to get campaigns in market
- Enhance regulatory compliance and data security with records management, fast data retrieval and auditable workflows in a Digital Vault
- Password-protected Digital Vault provides secure access to digital copies of important insurance documents, allowing customers to print at home if needed
- Automate and streamline the business processes behind every customer interaction, improving the overall experience and cutting costs along the way

HERE ARE SOME OF THE RESULTS WE'VE HELPED OUR CLIENTS ACHIEVE:



\$2.2M saved by digitizing incoming mail



25% cost reduction on outgoing customer communications



1,000 welcome kits produced daily for a single client



600,000 forms digitally processed each year for a single client

You talk to your customers a lot. Let's get even better at it.

The insurance industry ranks among the highest in both volume and frequency of customer communications. That quantity can be a real asset in forging strong relationships. But if the quality of these interactions isn't there, it only adds to a lackluster if not frustrating customer experience.

BUILT WITH THE ENTIRE CUSTOMER JOURNEY IN MIND

In developing Xerox® Services for Digital Insurer, we looked beyond the initial acquisition phase where most insurers direct the bulk of their budgets. We identified where things could run smoother, work smarter or require fewer employee touches.

The result is a suite of services that leverages leading-edge technology to empower your people and create a consistent, engaging, personalized experience for customers across every channel.

XEROX® SERVICES FOR DIGITAL INSURER PUTS THE CUSTOMER AT THE CENTER THROUGHOUT THE JOURNEY.

ACQUIRE

Targeted Marketing Campaigns

Lower acquisition cost with automated campaigns

Personalized Quotes

Collect client information and generate real-time personalized quotations to improve conversion

Advisor Marketing Support

Ensure brand integrity and compliance by allowing advisors access to marketing materials via online portal

ONBOARD

Inbound Application Processing

Digitize and accelerate new application processing times

Welcome Pack Creation

Leverage data to personalize welcome packs and enhance customer experience

Secure Document Access

Secure access to customers' documents with a Digital Vault

Advisor Communications

Enable advisors to create marketing materials and campaigns in their brand

SERVE

Policy Maintenance and Administration Services

Empower customers and advisors to self-serve policy changes

Customer Correspondence Management

Resolve customer queries faster by digitizing correspondence

Claims Processing and Management

Automate claims processing and speed up settlement

Transactional Document Production

Improve digital adoption by designing transactional documents for digital first

GROW

Customer Insights

Use machine learning and analytics to identify the relevant next best action — improving customer satisfaction

Marketing Communications

Develop customer personas to take advantage of relevant cross-sell opportunities

Customer Nurture Communications

Improve retention and conversion rates with hyper-personalized marketing

Our business is helping you improve your business.

Let us put our industry experience and technology expertise to work improving processes, unburdening employees and delivering a world-class customer experience.

Learn more at xerox.com/DigitalInsurer.