

## Xerox® Workflow Automation Solution for New Business Processing

New business processing can be a manual, paper-intensive process. The Xerox® Workflow Automation Solution for New Business Processing makes it easy to capture and manage application forms, customer identification documents and other onboarding information within a secure, integrated environment. This solution can optimize all aspects of the process, helping you reduce labor costs and cycle times associated with manual processing, and enable you to improve the customer experience during the first critical interactions with your company.

The Xerox® solution captures and centrally manages all of the content related to new applications, and provides access from within core insurance policy systems. This facilitates a significant streamlined application process and enables service representatives to address customer inquiries quickly and efficiently. As a result, life insurance companies can achieve improved customer service levels and increase the likelihood of gaining additional business from their existing customer base.

To improve the quality and timeliness of new business processing, the Xerox® solution enables you to also actively manage missing customer content by sending automated notifications to agents and advisors when items are either missing or do not pass validation requirements.

### The Xerox® Workflow Automation Solution for New Business Processing enables insurers to:

- Improve, accelerate and shorten the new business processing intake and processing function
- Maintain data accuracy and route relevant data into integrated core systems and processes
- Meet the demands of customers regardless of the channel being utilized

Improve the overall life insurance underwriting process by reducing the new business processing cycle.



# Turn up the volume on new business processing.

## Automate the capture of applications from the point of receipt.

To thrive in today's technology-driven economy, life insurers must deliver efficiency through multiple distribution channels in an "on-demand" economy, ensure policies are converted promptly while constantly refining the rating, risk assessment, application and policy production process.

The Xerox® Workflow Automation Solution for New Business Processing automates the capture of applications at the point of receipt—regardless of file format or origination—to improve the quality and timing to support the new business process. The Xerox® solution can also help you to automate other manual activities such as requests for missing information, SLA and production level monitoring and responses to clients. Automation accelerates the receipt and processing of new business claims information, which may lead to increased cash flow, achieve service level agreements and realize efficiency across the entire business.

## Write profitable business through the help of a central platform.

An underwriter's number one goal is to write profitable business for the company. Without access to accurate data, the ability to effectively process or close a claim may be severely impacted. Underwriting reviews must be thoroughly conducted while balancing

the need to make quick decisions. The Xerox® Workflow Automation Solution for New Business Processing provides a 360-degree view of a client's policy or claim, and because the solution integrates with line-of-business applications, underwriters can access critical information directly from within their underwriting application.

## Measure your performance as you accelerate service delivery.

Xerox® Workflow Automation Solutions for Life Insurance are designed to speed up the client onboarding, policy issuance and claims processes by replacing manual, repetitive and error-prone tasks with automated workflows for agencies and carriers. The Xerox® solution provides life insurers with tools they need to support their agents and brokers with a fast turnaround time from application to billing to agent compensation.

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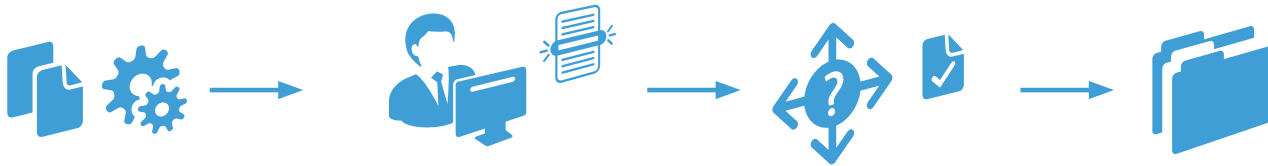
## Increase data security by eliminating paper-based processing.

By centralizing document storage and management, any information type or source—scanned paper documents, faxes, print streams, electronic forms, Web content, multimedia files, emails and even industry-standard data streams like XML—can be placed under records management control. This provides tools to help you manage and access records you deem necessary to comply with the increasingly complex regulations that apply across insurance types, geographies and even client demographics.

## Work with a knowledgeable partner.

At Xerox, we are knowledgeable about documents and workflows; we also know that your business is unique. Our engagement process includes qualitative and quantitative assessments to uncover your unique processes so we can deliver an integrated solution with faster access to critical data for you. From initial engagement and design, to deployment and rollout, to training and ongoing support, Xerox will be with you every step of the way.

### Insurance New Business Process Flow



#### Policy Origination

- Broker data gathering
- Policy selection
- Policy/application production

#### Customer Application

- Paper, e-forms input
- Data extraction and entry

#### Underwriting

- Research additional data sources
- Application validation/evaluation
- Underwriter decision

#### Fulfillment

- Policy delivery/decline
- Policy initiation
- Finance/billing initiation

For more information, visit [xerox.com/was](http://xerox.com/was).

