

Smart Communications

SMARTCOMM™

ABN AMRO Insurances Chooses SmartCOMM™ to Enable Document Automation in Insurance, Boost Operations and Enhance the Customer Experience



Overview

ABN AMRO Insurances is a leading insurance provider in the Netherlands offering multiple products including home, personal liability, travel, and auto. Striving to be the best in customer interaction and service, the company offers top-quality products at competitive prices.

Business Challenge: ABN AMRO Insurances Recognized the Need for Document Automation in Insurance to Drive Efficiency and Improve the Customer Experience

ABN AMRO Insurances creates hundreds of documents a day - letters to customers, policy documentation, service overviews, and more. As a large insurer providing both P&C and broker services to their policyholders, they require those documents to be presented professionally, in a timely manner, and in a way that instills confidence in their customers.

Prior to selecting SmartCOMM, ABN was using a number of different tools to create documents. Their legacy solution consisted of Microsoft Word, a separate tool that created PDFs, and a number of other systems resulting in poor document quality that delivered a poor customer experience. Documents were difficult to edit, non-responsive, and the user experience for both employees and brokers was less than ideal. The customer journey was not cohesive and needed to be streamlined. As a result, Roel Van de Donk, Lead Product Owner, and his team began the search for a replacement. They knew they needed a solution that would integrate in real-time with their current Salesforce setup. In addition, they wanted something that would allow them to create two-way conversations with their customers and digitally deliver documents through a number of channels.

Because ABN interacts with customers in a variety of situations at different points in their lives, the journey needed to be seamless, streamlined, and cohesive. Roel described it in this way – “You should be able to communicate with a customer like they’re one of your friends. – I could email them, I could call them, I could send a text message, whatever I think would be most important for my connection with my friend. The type of outreach should be context dependent. Does the customer need to reach out to us, or do we need to be proactive in this situation? In what way would the customer be best served? Do we need to call because something bad has happened, or do we need to send a letter because we want to give them a service overview.”



“Best implementation I’ve seen – it’s a toolbox all ready to go.”

- Roel Van de Donk, Lead Product Owner

The Solution:



SmartCOMM
integrated with
Salesforce CRM



Pure Cloud
Deployment

Business Solution: SmartCOMM Provides Outstanding Document Automation in Insurance

Van de Donk and his team selected SmartCOMM because it was an agile tool that offered all the capabilities they were looking for and would enable them to re-work their processes and create an improved customer experience. The goal was a straight-through process that would streamline the customer journey and equip customers with the information they needed to make informed and confident insurance decisions.

The SmartCOMM implementation process was another factor in ABN's decision to move forward. The already well-established integration with Salesforce, and the pure cloud deployment, made it very quick to implement. ABN didn't need to build anything new, just restructure a few business requirements for their templates and they were up and running with Salesforce within one week. ABN's new templates were live within one month.

The team was very happy with the documentation provided by Smart Communications' Professional Services team, and the SmartCOMM expert they hired helped lay a solid foundation, of which they are now reaping the benefits.

Once implemented, SmartCOMM enabled seamless, omnichannel communications with their customers. Thanks to the speedy development process, ABN is now able to make template changes in the morning and have it up and running just a few hours later. The team can now quickly and easily create personalized, high quality output documents, which has served to instill confidence in their customers.

SmartCOMM not only changed ABN's customer experience, but it also had an extremely positive impact on the employee and broker experience. With SmartCOMM, they now have the power to be agile and adapt to the market quickly. When clients call to make a request, employees can quickly provide clear output via an email or letter, whichever format the situation or customer dictates. The automation occurring behind the scenes has resulted in huge time and cost savings for a number of different departments within the company.



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– Roel Van de Donk, Lead Product Owner



“We have lowered our operational costs due to the automation of straight-through processing allowed by SmartCOMM.”

Puck Van den Berg, Stream Lead, Products & Quoting

Future Plans

ABN AMRO Insurances is currently focused on decommissioning legacy systems until early 2024 and will look into new use cases. In the short term, they want to empower business owners to get involved with the documents and take ownership of managing them. In looking into user management that SmartCOMM provides, the team believes if they can implement that, it will save them even more time.



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Smart Communications provides the platform that leading organizations trust to deliver personalized, consistent and compliant conversations across all touchpoints and channels. The Conversation Cloud™ consists of SmartCOMM™ for enterprise-scale customer communications, SmartIQ™ for digital forms transformation, and SmartDX™ for trade documentation. Over 650 enterprise organizations across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle.

Smart Communications solutions are powered by AWS services including Amazon EC2, Amazon S3, Amazon RDS, and AWS Lambda, to deliver its cloud-native customer communications management platform.