



# Mastering CCM Migrations: Real-World Success Stories

Customer Case Studies in Transitioning from Legacy  
Systems to SmartCOMM™



At Smart Communications, we understand that migrating your existing Customer Communications Management (CCM) systems to a modern, centralized SaaS solution is pivotal to enhancing your organization's customer experiences, operational efficiency, and agility.

Our CCM migration solutions have empowered organizations to leave behind legacy systems, embrace innovation, and achieve unparalleled results.

In this compilation of migration success stories, we invite you to explore the transformative experiences of organizations that dared to embrace change. **These six real-world examples** provide a glimpse into how Smart Communications empowered leading organizations to leave behind the constraints of outdated systems and embark on a path of enhanced customer experiences, operational efficiency, and success.

**Join us as we delve into the journeys of these trailblazing companies and discover the power of seamless CCM migration.**



**Smart Communications has over 20 years of experience migrating enterprise clients from legacy CCM systems, including:**

- OpenText Exstream, xPression & Streamserve
- Messagepoint
- Quadient Inspire
- Oracle Documaker & Documerge
- Cincom
- Conga
- Microsoft Word
- Homegrown solutions



## Migration Marvel #1





### Challenge:

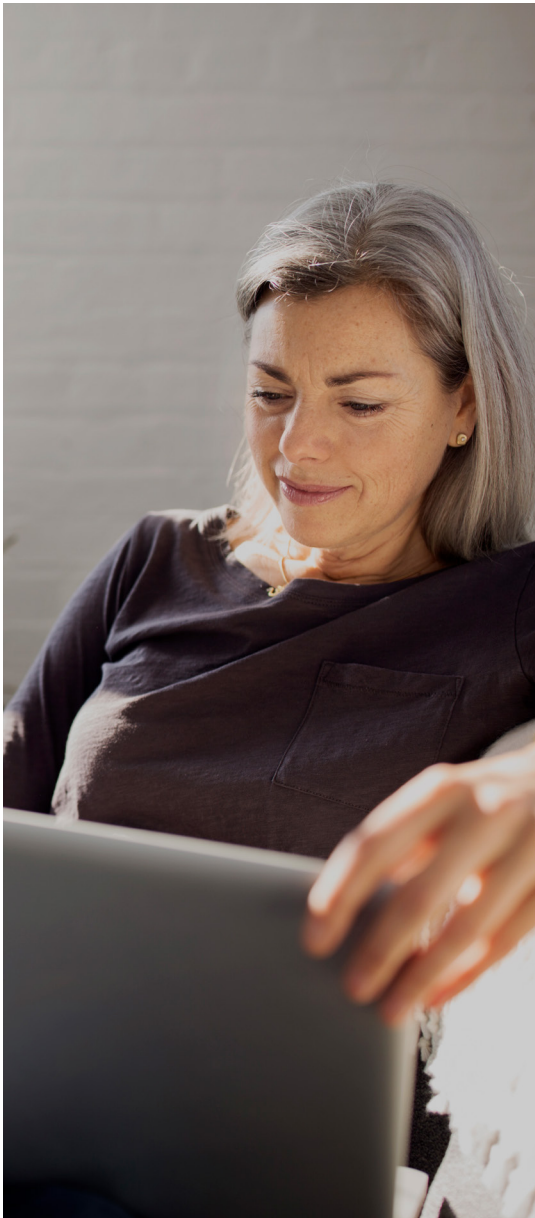
Priority Health sought to modernize its infrastructure to enhance member experience and streamline communication processes. They were grappling with an outdated tech ecosystem, including OpenText Exstream for communication creation and a homegrown print fulfillment solution.

### Solution:

Smart Communications' SmartCOMM™ offered a flexible, scalable, and configuration-driven solution that seamlessly integrated with existing processes, including TriZetto Facets and Salesforce.

## Measurable Results:

-  Reduced communication implementation time from weeks to as little as 24 hours.
-  Estimated cost savings of \$150,000 annually, and repurposing of two full-time employees.
-  Swift response to a rebranding project, completing it within 24 hours.
-  Automated tracking and documentation of changes, saving manual effort.



Commonwealth  
Superannuation  
Corporation

## Migration Marvel #2

### Challenge:

Regulatory changes compelled CSC to enhance customer experiences. They were operating with approximately 30 disparate legacy tools, lacking a unified view of customers.

### Solution:

SmartCOMM integrated seamlessly with Salesforce, offering a holistic view of customers.

## Measurable Results:



Consolidation of a large number of redundant Microsoft Word templates for greater communication consistency.



Improved customer experiences with personalized, efficient communications.



Streamlined change management, reducing communication update times.



Automated tracking and documentation of changes, saving manual effort.



## Migration Marvel #3





### Challenge:

ABN AMRO Insurances, a leading insurer, grappled with document generation complexities using a patchwork of tools including Microsoft Word and separate PDF systems. This resulted in subpar document quality, fragmented customer journeys, and an unsatisfactory user experience.

### Solution:

Seeking to streamline operations and enhance the overall customer experience, ABN AMRO Insurances turned to SmartCOMM. The platform's agility, seamless Salesforce integration, and comprehensive features addressed their needs efficiently.

## Measurable Results:

-  Template changes reduced from days to hours.
-  Substantial time and cost savings.
-  Enhanced employee and broker experiences.
-  Clear and prompt output document delivery.



## Aioi Nissay Dowa Insurance

**MS&AD** INSURANCE GROUP

### Migration Marvel #4

#### Challenge:

Aioi Nissay Dowa Insurance NZ (Aioi NZ) relied on a 20-year-old legacy system with limited scalability, hindering its growth aspirations. They sought to futureproof their business and enhance document and communications processes.

#### Solution:

Aioi NZ selected Guidewire's InsuranceSuite and Smart Communications' SmartCOMM™ to modernize their operations. SmartCOMM seamlessly integrated with Guidewire, aligning with Aioi NZ's flexibility, optimization, and security goals.

## Measurable Results:



Document success rate soared to 99.8%.



Improved document quality and customer engagement.



Dynamic and engaging policyholder communications.



Cost-effective pure cloud deployment, enabling ambitious growth plans.



Integration of new email and SMS providers for omnichannel communications.



Ongoing alignment with SmartCOMM's roadmap for continuous improvement and increased capacity without additional headcount.



## Migration Marvel #5

### Challenge:

NLC Insurance Companies operates four insurance businesses with complex communication processes. Their legacy system led to in-house printing, compliance concerns, and reliance on hard-to-find developers for template maintenance. They needed a modern solution that offered deep integration with Guidewire's core platform.

### Solution:

NLC implemented Guidewire InsuranceSuite with SmartCOMM to streamline communication and documentation. SmartCOMM replaced their legacy system and addressed issues with time-outs and delays. The solution seamlessly integrated with Guidewire, enhancing efficiency and compliance.

## Measurable Results:

-  All documentation printing, including policy packages and policyholder forms, now automated through SmartCOMM.
-  Transition to a one-template approach for easy branding and document customization.
-  Swift adaptation to industry changes, such as complex documentation requirements for automobile policies.



## Migration Marvel #6

### Challenge:

Atlas Insurance PCC, a longstanding insurer, faced challenges due to an outdated tech stack that hindered their ability to adapt to evolving customer expectations. They needed a digital transformation to simplify processes, enhance customer service, and remain competitive in the market.

### Solution:

To address these challenges, Atlas adopted Salesforce Industries for Insurance as their core platform and Smart Communications' SmartCOMM™ for Salesforce for document generation. This cloud-based, omnichannel solution streamlined document creation, removed IT burdens, and allowed the team to focus on customer-centric innovation.

## Measurable Results:

-  Increased market share in Malta to over 19.7%.
-  Brokers, agents, and partners shifting more business to Atlas due to simplified processes and quicker response times.
-  Introduction of a comprehensive online self-service offering for auto insurance within 3 months.
-  Transition from minimal online business (1%) to becoming the best online solution in the market.

As these client stories demonstrate, Smart Communications' CCM migration solutions empower organizations to overcome their most pressing challenges and embrace a future of streamlined, customer-centric communications.

## Why Choose Smart Communications for Your CCM Migration?

### 1. Industry-Leading Expertise

Our seasoned professionals bring a wealth of knowledge in CCM migration, having successfully guided hundreds of organizations across various industries. We understand the unique challenges that businesses face and tailor solutions to address them effectively.

### 2. Proven Solutions and Processes

Smart Communications offers comprehensive, proven tools, and methodologies designed to streamline your migration process. From system integration to template conversion, we employ best practices to ensure a smooth transition.

### 3. Measurable Results

As you've already seen, our clients have experienced tangible benefits from our CCM migration solutions, including reduced implementation times, cost savings, improved customer experiences, and enhanced operational efficiency. We deliver results you can measure and appreciate.

By automating conversion and reusing shared components (e.g. address blocks, logos, disclaimers), **our clients typically reduce template overhead by 50-80%.**

### 4. Tailored Approach

We recognize that every organization is unique. Our migration solutions are customized to meet your specific needs, whether you're in the financial sector, insurance, healthcare, or beyond. We work closely with you to understand your goals and craft a migration plan that aligns with your objectives.

### 5. Seamless Integration

Smart Communications' solutions seamlessly integrate with your existing systems, ensuring minimal disruption to your operations. We prioritize a hassle-free transition, enabling you to focus on what matters most—your customers.

## Request Your Free Migration Consultation

**Are you ready to take your customer communications to the next level?**

Request a Free Migration Consultation today. Our experts will work with you to assess your needs, outline a tailored migration strategy, and provide insights on how Smart Communications can help you achieve your goals.

[Request a Migration Consultation](#)

## What our clients are saying:

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

— **Roel Van de Donk**,  
*Lead Product Owner, ABN AMRO*

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“We didn’t start with the one-template approach, but when we engaged with Consultative services, it was recommended, and it was probably the best call we’ve had from a maintenance and implementation perspective.”

— **Jeff Bischoff**,  
*Associate Vice President of IT, NLC Insurance*

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“Starting with the implementation, I think we were all pleasantly surprised to feel like we were running to keep up with the Smart Communications team, especially when it came to template development. We were done ahead of schedule and under hours for the templates that Smart Communications helped us with. That doesn’t happen very often when talking about a professional services engagement.”

— **Matthew McLaughlin**,  
*OnBase and Reporting Manager, Priority Health*

“We needed to move to a cloud-based solution because we wanted to move away from having to take care of the data structure and move to a state where we can configure and simplify to the extent possible to benefit the customer. That led us to deploy much faster, in weeks rather than months.”

— **Ian-Edward Stafrace**,  
*Chief Strategy Officer, Atlas Insurance*

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“Within a couple of months we’d already shifted a good chunk of our documents to being generated by SmartCOMM.”

— **Ian-Edward Stafrace**,  
*Chief Strategy Officer, Atlas Insurance*

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“After comparing the functionality and investment of several different platforms, SmartCOMM was the obvious choice for DLL. The most important element for us was their cloud offering. Smart Communications was and is more mature than other parties.”

— **Pascal Ensink**,  
*Project Manager, DLL*



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### About Smart Communications

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.