



Client Success Stories

SMARTER Conversations for Insurers



At Smart Communications, we understand the many factors leading insurance professionals to seek innovative solutions that help them better serve their clients.

In the face of digital disruptors, evolving client expectations, new regulations, and heightened competition, we're here to guide you through these challenges and support your path to success.

When deployed alongside one another, SmartCOMM™ and SmartIQ™ will enhance your organization's approach to customer conversations, ultimately leading to cost reduction, ROI, and lower compliance risks.

Dive into these 6 real-life examples of insurance companies like yours that are creating a SMART future by harnessing the power of our modern, centralized SaaS CCM and forms automation solutions.



AON

SMARTER Conversation #1

Challenge:

AON New Zealand, a leading insurance broker, wanted to digitize its paper-based manual forms processes to achieve agility and streamlined services.

Solution:

By implementing SmartIQ and Fuji Xerox, AON increased revenue, enabled quicker decisions on client proposals, strengthened client trust, and enhanced productivity as well as processes across the business.

Measurable Results:



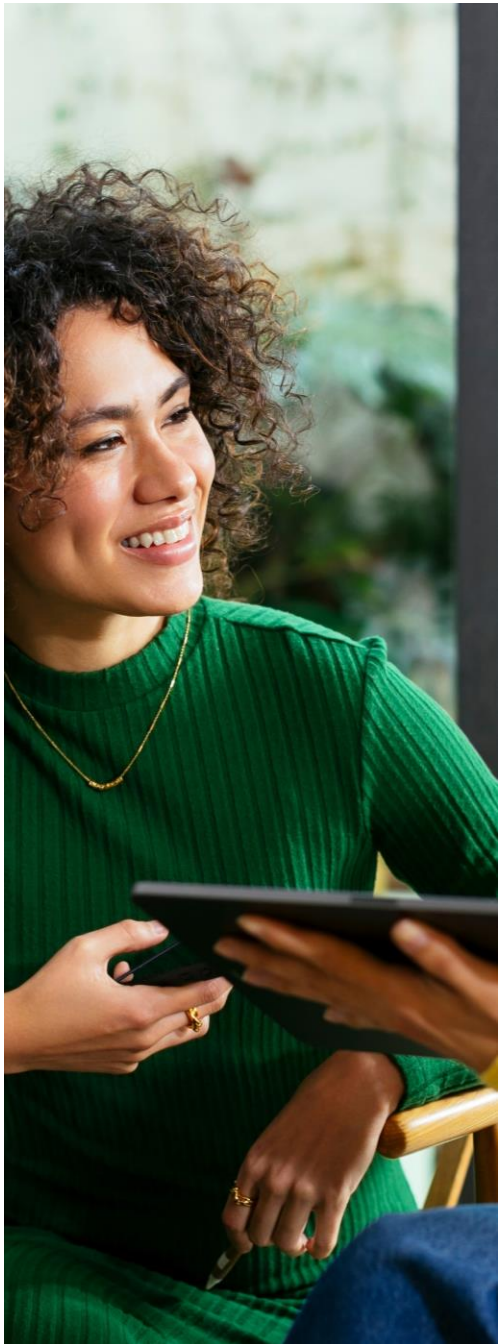
Reduced report generation time from four weeks to 2 days with tablet-based form solutions



At least a 15% increase in broker productivity



Increased customer trust and enhanced the CX



SMARTER Conversation #2

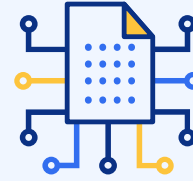
Challenge:

Vermont Mutual Insurance Group sought to improve the efficiency of its customer communications and to modernize operations.

Solution:

By implementing SmartCOMM, this insurance organization has improved efficiency and is now able to offer communications in the channel of choice for policyholders and agents.

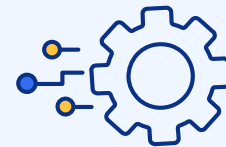
Measurable Results:



Drastically reduced the number of templates enabled by a single-template approach to communications



Deployed omnichannel communications in the policyholders' and independent agents' preferred method.



Enhanced visibility and efficiency with automatic record keeping through InsuranceNow integration



SMARTER Conversation #3

Challenge:

Farmers Insurance needed a way to update templates quickly while maintaining consistent messages to its customers.

Solution:

After moving away from its former custom-built application (which contained thousands of communications templates) in favor of SmartCOMM, the insurer was able to reduce templates by 50% while improving speed of change.

Measurable Results:



Achieved a 50% reduction in communications templates.



Improved the speed of change, customer trust, and consistency in messaging.



Provided customers with more personalized, two-way dialogues.



Large Midwest Insurer

SMARTER Conversation #4

Challenge:

A major Midwest insurer needed to improve adjuster perception and retention while also accounting for the rising customer expectations. Despite its efforts, the insurance organization was struggling to maintain high customer satisfaction and provide the best experience possible on the claims side. To develop new forms, or edit those existing, required IT involvement.

Solution:

Leveraging SmartIQ, the insurer was able to reduce cycle time, dependency on internal IT teams, and achieve operational efficiency. With low code/no code functionality, the Claims team can create custom branded forms or make changes to existing forms on the fly. When it comes to their goals around CSAT, users are no longer asked to fill out information the company already knows which created a more user friendly, personalized experience.

Measurable Results:



Reduced cycle time by up to **200%**



Reduced IT dependency with low code/no code delivery



Provided increased digital communication options to customers



SMARTER Conversation #5

Challenge:

NLC, an Insurance enterprise founded in 1840, was looking to modernize its customer communications and documentation processes.

Solution:

SmartCOMM empowered the company to simplify its processes, eliminate in-house printing responsibilities, shorten expected completion times for new projects, and increase efficiency.

Measurable Results:



Reduced completion times for new projects from 90 to 30 days



Modernized 70+ document templates for ease of branding and maintenance



Drastically reduced template edit times



Streamlined document print operations and eliminated in-house printing



Aioi Nissay Dowa Insurance

MS&AD INSURANCE GROUP

SMARTER Conversation #6

Challenge:

New Zealand-based insurance company, Aioi Nissay Dowa (Aioi NZ), found it necessary to update their 20-year legacy, billing, claims, and communications system.

Solution:

The insurer implemented SmartCOMM and Guidewire InsuranceSuite to help the growing company achieve enhanced CX, template personalization, and dynamic policyholder communications. This pure cloud deployment allowed the company to futureproof and capitalize on new business opportunities – a feat once unachievable with their legacy systems.

Measurable Results:



Achieved a 99.8% document success rate across policy, billing, and claims distributions



Enhanced the policyholder experience by improving the quality of documents and communications



Prepared the company for growth and further transformation

Transform the Policyholder Journey with Smart Communications

Customer Acquisition

New Policy Applications

Quotes

Proposals

Contracts & Agreements

Requests for Information

Customer Onboarding

Policy Issuance

Agent Automation

Automated Billing Setup

Welcome Kits

Customer Onboarding Materials

Customer Service

Claims Correspondence

Self-Service Policyholder Updates

Change of Beneficiary Requests

Policy Changes / Endorsements

Annuities Withdrawal





What Our Clients Are Saying

“Business users are happier because they no longer have a library of letters they have to look through, no misspelled words or names because SmartCOMM is populating everything we can from the InsuranceNow system. Not to mention the fact that it creates records automatically so they can keep track of what’s been sent.”

—Lisa Seaver,
SmartCOMM Developer, Vermont Mutual Insurance Group

“The streamlined workflow processes behind the app have halved the number of manual steps required to generate, modify and present quotations and options. It’s effectively consolidated a week’s worth of work down to just a few days. The quality of the brokers’ reports has improved significantly, and the data they’ve collected is far more consistent.”

—Jonathan Cook,
Information Technology Manager, AON New Zealand

“Going best in class has allowed us the foundational platform to do whatever we want whenever we want. Now we can really dream and take advantage of opportunities for growth quickly. We believe we can do it quicker and more reflexively than anyone else in the market because of our setup.”

—Simone Labady,
Chief Executive Officer, Aioi Nissay Dowa Insurance

“Since implementing SmartCOMM, processes have become so simplistic that we don’t even think of changes as issues anymore. It’s all about the adaptability of the product as we make changes in the source, Guidewire.”

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

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

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

Request a Demo Today

Ready to experience the power of Smart Communications?

If you're ready to elevate the communications and forms processes at your organization and achieve more like the companies outlined in this eBook, reach out to us for your free demo where our experts will help you make the shift to having smarter customer conversations.

[Request a Demo](#)

Why Choose Smart Communications for Your Customer Conversations at Your Insurance Organization?

1. Industry-leading Expertise

We understand the unique challenges facing insurance organizations like yours, and we tailor solutions to address them effectively. Our seasoned professionals have successfully guided hundreds of organizations across various industries and are poised to help you do the same.

2. Proven Solutions and Processes

Smart Communications offers comprehensive, proven tools and methodologies designed to streamline your communications and forms processes. From system integration to template conversion and low-code functionality, our sophisticated cloud solutions will have a positive impact on your business operations without additional burden.

3. Measurable Results

As you've seen, SmartCOMM and SmartIQ have helped our clients achieve tangible results, including cost savings, improved customer experience, and operational efficiency. Our solutions deliver results you can measure and appreciate.

4. Tailored Approach

We recognize that no two insurers are alike. Our leading cloud solutions are customized to meet your organization's unique and specific needs. We work in partnership with you, and other leading insurance software providers, to understand your business goals, ensuring a successful approach to your customer conversations strategy.



"SmartCOMM gives us the intent and the meaning in our communications"

—Adrian Thompson,

Operations Manager, Aioi Nissay Dowa Insurance



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About Smart Communications

Smart Communications provides the platform that leading insurance 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 and SmartIQ™ for digital forms transformation. Over 250 insurers across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle. We help Property & Casualty and Life & Annuity insurers extend and complement their core system investments, driving increased new business, improved policyholder satisfaction, and better claims outcomes.