Exceptional Customer Experiences Start with Great Customer Communications

See How You Measure Up

Insurers are in a challenging business environment today—one that demands operational efficiency to improve profitability and the customer experience to remain competitive. But unlike other industries that manufacture and deliver a physical product, the perceived value an insurer provides is experiential.

Every insurer is judged on how well it delivers on the insurance contract's promise and by the interactions they have with their customers. Communications that are consistent, informative, accurate and work effectively across multiple channels are the linchpins of delivering exemplary customer service.

Want to see how you measure up?

Use this scorecard to quickly assess how you are doing when it comes to delivering an exceptional customer experience through your customer communications.

Customer Communication Assessment	Strongly Agree (4 points)	Agree (3 points)	Neutral (2 points)	Disagree (1 point)	Strongly Disagree (0 points)
Our frontline business users have an active role in designing our customer communication templates.					
When it comes to customer communications, the roles of IT and business users are clearly defined and optimized.					
We have replaced unnecessary, and costly, calls into our contact center with more personalized, proactive communications.					
We have a central repository for storing and managing all of our content and templates.					
We can easily create components (e.g., paragraphs, logos, headers and footers) that can be shared/reused across our entire template library.					
Our customer-facing users have the tools they need to easily assemble and deliver communications in real time.					
We have the ability to deliver communications to our customers in the method they prefer (e.g., mail, email, fax or web).					
We have the ability to "lock down" content in our communications as well as preview them before sending to customers.					
We continually exceed our service level goals (e.g., average response time, first-contact resolution).					
Our supervisors have the ability to review/approve communications before they are delivered.					
Score					

Summary Statement:

When it comes to delivering an exceptional customer experience through customer communications, we _____.

Score Assessment:

31-40 – Are a customer-experience "superstar"

16-30 – Need to take a hard look at our systems and processes

 0-15 – Need to replace our systems and processes

Once at the forefront of technology, legacy customer communications systems are unable to keep pace and leave insurers trailing competing companies with superior speed-to-market and customer service capabilities. Armed with new, modern customer communications tools and technologies, forward-thinking insurers are expanding their capabilities in improving the customer experience while driving real value, building trust and winning the competitive race.

About Cincom

Cincom delivers the most intuitive, customer communications solutions in the industry. By streamlining the design, deployment, delivery and management of high-volume, highly personalized communications, Cincom helps insurers:

- Acquire, strengthen and expand customer relationships

- Minimize compliance and regulatory risks

- Reduce operating costs

- Accelerate time-to-market for all their customer communications

Cincom leads the industry in providing customer communications solutions that are easy to integrate, easy to use and deliver a rapid and continuous return on investment.

To learn more

cincom.com/cds

info@cincom.com

1-800-2CINCOM

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