



OpenText™ Exstream Accelerators for Guidewire InsuranceSuite™

Streamline processes and communications to engage customers, enable productive agents, and achieve a better bottom line

Few of your policyholders spend time imagining how your communication processes interact with the underlying systems—including those for policies, underwriting, billing, and claims—that support your business. Many, however, will expect instant quotes and count the minutes that it takes to get a response after filing a claim.

A recent study reported that companies that prioritize the customer experience generate 60 percent higher profits than their competitors. And according to Forrester Research, Inc., “supporting modern communications is a top priority.” The primary concern for the majority of insurers is to “improve customer service with more rapid and targeted customer communications.”

For many businesses, the biggest obstacles to effective communications are the number of authoring tools used across the organization and the variety of legacy systems that cannot support modern channels. In fact, Forrester found that 65 percent of the insurance firms they surveyed rely on legacy systems for more than 50 percent of their communications.

And customers are taking note. Forrester drives the point home: P&C “is not being transformed by regulation but by digital disruption. Web and mobile access are driving consumers to insurance comparison sites, which ultimately lead them to online account opening.”

BUSINESS SCENARIOS

- *OpenText™ Exstream customers have won 59 DALBAR awards for outstanding customer communications.*
- *For eight years running, Celent has ranked Exstream No. 1 among CCM vendors in Insurance P&C and L&A deal trends*

Transition to Actionable Customer Conversations

Exstream and Guidewire can provide a combined, best of breed customer experience solution to help insurance companies improve operational efficiencies while delivering effective digital communications. Exstream provides a complete set of application accelerators to create meaningful communications for insurer's core policy administration processes and integrated systems: marketing, sales, underwriting, policy issuance, billing, and claims management.

Guidewire implementation with Exstream allows the automation of improved customer engagement conversations across digital channels. While your core processes have been automated across interactive and transactional work streams, Exstream extends the processes for insurers to deploy cross-channel communications from core processing of sales quotes, proposals and policy contracts, to dynamic multi-line policy statements, to claims FNOL-to Settlement. Enabling your lines of business with the ease of creation, assembly, and delivery of time-sensitive communications for actionable customer responses using new digital channels accelerates productivity while rapidly responding to customer demands, and improved Net Promoter Scores (NPS). The Exstream accelerators for Guidewire InsuranceSuite enable insurers to conduct business more efficiently and connect with today's multimedia consumer who expects targeted, relevant and highly personalized communications. Exstream helps insurers to re-invent the customer experience to stay relevant in today's digital economy.

Exstream's Customer Experience Management portfolio optimizes customer conversations and business transactions with clear and concise language that is compliant, accurate, and controlled. By leveraging best-practice "Designed for Experience" templates, you can apply modernized cross-channel communications across your core policy administration processes to not only accelerate customized contracts by jurisdiction, but also drive new services campaigns triggered by inquiry type while delivering communications designed for action. Such as personalized video messaging for client onboarding and self-service training instructions Enable email alerts to mobile workers requesting missing or compliant-required information, reduce fraud through automated claims FNOL, reduce postage through digital signatures, and enable access to dynamic premium bills across mobile devices. A multi-channel CCM solution, Exstream provides the broadest portfolio of customer experience delivery platforms on the market, including ECM, XML messaging, printing, email, and the web, as well as SMS/text, MMS, video and app-ready content for mobile devices.

Empower Your Business Users

Make the most of every customer touch point. OpenText™ Exstream Empower Editor provides your employees on the front lines of customer interactions with a single, thin-client interface within Guidewire's UI to start bridging the customer engagement silo. The ease of use ensures the orchestration of consistent content and compliance for critical interactive correspondence. Business users are equipped to improve user experience, process efficiency and compliant-ready data which creates new levels of productivity across all lines of businesses. Bridging the silos of customer engagement provides increase collaboration, operational efficiency along the customer journey to deliver communications with targeted and personalized messages, including quoting, proposals, contract binding, onboarding, cross-selling, catastrophic warnings, fraud/compliance prevention, dynamic billing statements, and negotiated claim estimates.

Exstream is proven to improve the customer experience and make customer interactions more profitable. "Guidewire-ready," Exstream quickly and easily integrates with Guidewire InsuranceSuite and can effortlessly access your customer data, preferences, system data, and rules to create insightful, compliant, and powerful customer communications, which creates a better customer experience.

Simple Template Search and Maintenance

Exstream has extended Guidewire's Template Source plugin to enhance template search and management capabilities. Users can now automatically retrieve a list of available templates and use more complex search criteria when selecting a particular template. Guidewire now automatically "knows" which templates can be generated using Exstream, along with its associated Command Center jobs and application packages.

Real-World ROI

Exstream customer communications are proven to fuel profitable business. Our customers see real-world benefits, like reducing document:

- Processing time by an average of 77 percent
- Production costs by \$1.5 million per year
- Maintenance costs by more than 58 percent a year
- Inventories (templates) by more than 75 percent

Plus, Exstream has helped customers, on average, reduce postage and paper costs by more than \$1 million per year.⁴

In fact, enterprises find that investing in customer communication management quickly pays for itself. Modernizing communications from Exstream and Guidewire not only helps you create better customer relationships, it can have a direct, positive impact on your bottom line.

Consider the following business challenges and the real-life solutions provided by Exstream:

BUSINESS CHALLENGE	EXSTREAM HELPS CUSTOMERS...
Inflexible transaction systems and communications that are poorly integrated with underlying systems	Easily capture, repurpose, and integrate data from Guidewire InsuranceSuite to enable real-time triggers from the front office to start back office processes for multichannel customer communications.
Outdated customer communications	Modernize customer communications with digital templates to improve brand consistency, compliance, and personalization. Reuse content for multichannel communications that are securely delivered.
Costly paper print/mail processing	Lower costs with increased automation of paper-based processes while consolidating multiple documents into a single delivery model based on customer preference. Plus, you can avoid many paper-based costs by sending communications electronically.
Costly to manage multiple communications management systems across lines of business	Reduce annual software maintenance and labor costs through application consolidation and standardization, using a single, enterprise-wide CCM platform, deployed from any application across lines of business.
Difficulty retaining customers and the risk of losing one or more major customers	Deliver a better customer experience with more rapid and targeted communications that improve customer service, loyalty, retention, and satisfaction. This can lower the cost of acquiring, onboarding, and servicing customers, and improve your net promoter score.
Declining customer experience due to fragmented, confusing, incomplete, and delayed response	Integrate systems of multichannel engagement to enable event-driven tasks and decisions that ease and accelerate customer responses and actions through intuitive user experiences.
Manual, error-prone reviews and approvals result in inconsistent communications	Streamline business processes by integrating customer communication platforms and applications. Smooth workflows and eliminate manual steps with the ability to automate multi-level approvals in the process. For example, you can trigger internal approvals and generate communications to keep the process moving. Use data-driven dynamic assembly and routing to enable straight-through processing that reduces costs.
Maintaining numerous documents or intelligent templates across lines of business	Reduce the number of templates required to generate accurate and compliant correspondence on-demand with object-oriented platform where content is built once and reused across applications/documents. Intelligent templates created with Exstream can serve multiple purposes and include appropriate content inclusion or exclusion based on business rules.
Inconsistency across product lines	Manage branding and language across targeted segments and product lines.
Failure to meet regulatory reporting	Improve reporting accuracy to quickly comply with new regulatory requirements via a centralized and controlled role-based compliance inventory database.

Why Guidewire?

Guidewire provides flexible core systems that enable you to deliver insurance the way in which you've always wanted. Guidewire serves one industry—Insurance P&C—and focuses on one challenge: enabling you to replace your legacy core systems. You can be confident of success because of Guidewire's exceptional track record of more than 100 live implementations since 2004.

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