



Improving Customer Experience within the insurance industry



Improve your customer's experience across all devices

Today's customer experience expectations aren't being set by insurers, but by social networks, popular apps, and interactive software experiences. For an insurer, providing an effective customer experience can reduce churn, increase referrals and improve conversion rates.

Insurers have slowly expanded the customer experience to include new channels-one channel at a time. Internally, these channel-based projects rarely interact, creating experience communication "gaps" between them.

Customers are often lost in these gaps causing frustration as different experiences exist. The most exasperated customers will reach out to your call center as a last resort, where the quality of the experience further declines.

With a backdrop of a market where up to 40% of current customers are considering switching providers in the next 12 months, and when it takes seven months to implement changes in many critical insurance communication projects, insurers face significant hurdles as they seek to maintain growth. Innovative technology can help solve these challenges by delivering new ways to create, manage, and deliver the full spectrum of compliant, complex insurance communications consistently, efficiently and cost-effectively.

Meeting customer expectations across all channels
Our technology including the GMC Inspire suite, lets insurers communicate more effectively with customers at every stage of the customer lifecycle. This is delivered via technology that is both easy to use and highly collaborative. A single design can generate communications for all channels, including smartphones, tablets, web portals, print and email.

The customer experience is optimised for each device, creating a unified customer experience that enables seamless self service.



Drive dynamic customer experience

Customer Experience makes it possible to create easy to read versions of critical communications, like policies, declarations, proposals, quotations, correspondences, ID cards renewals and more across a variety of channels.

This innovative application enables insurers to manage the corporate voice across all communications and communication channels.

By integrating with policy administration systems, CRM data, in-house applications or legacy systems, our technology maximises your existing platforms, ensuring every piece of correspondence is effective and consistent, no matter where it is in the customer lifecycle. Companies can expect to experience faster time to market and an up to five times return on investment and a payback period between nine and eighteen months.

Results

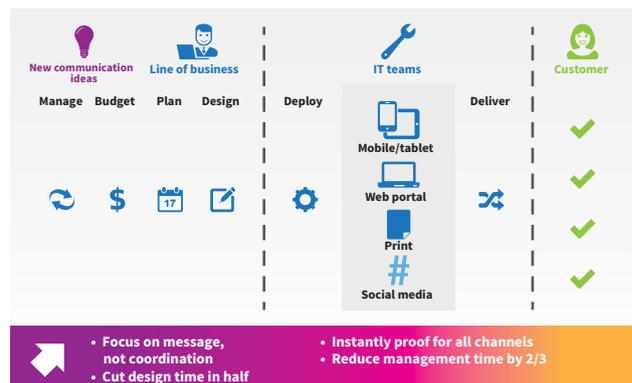
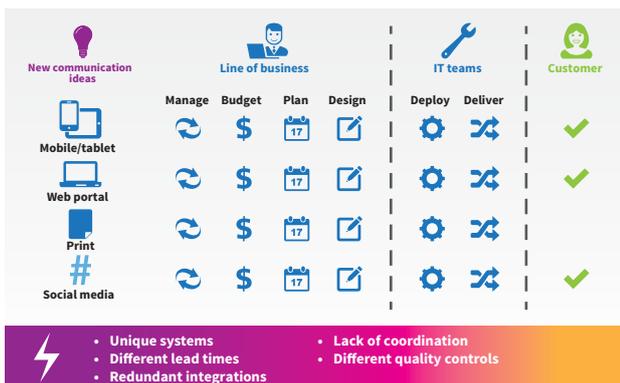
Business benefits:

- Meet growing requirements for multichannel delivery
- Communicate consistently across all channels
- Provide personalized, relevant and timely content
- Reduce churn by always providing access to the right information
- Improve marketing of new and current products and services
- Influence how customer service is delivered
- Decrease postal spend

Technology benefits:

- Support smartphones, tablets, web portals, email and print from a single design
- Maintain brand standards across a diverse set of often neglected communications
- Proof design, content and regulatory changes across all devices
- Rapid compliance process with fewer steps to control
- Reduce maintenance, management and coordination burdens of separate projects up to 70%
- Removal of process obstacles
- Instant deployment across all channels

Customer experience can be improved while reducing the time your team spends managing separate projects.



Meeting the demands of an ever evolving marketplace

Few industries have customers that expect the kind of hightouch, personal attention that insurance customers demand. For insurers, every customer contact presents an opportunity to improve the customer experience, tap new markets, and differentiate from the competition. Reaching customers with messages that are relevant and contextual across every channel provides an opportunity to engage current and potential customers and increase their knowledge, loyalty and satisfaction concerning your company and its products.

GMC Software has one of the strongest customer experience ratings from users surveyed for this Magic Quadrant.

2013 Gartner Magic Quadrant

Marketing campaigns still dominate GMC's overall customer base but it is now being short-listed for main-stream DOCCM interactive requirements, particularly insurance.

2014 Forrester WAVE report



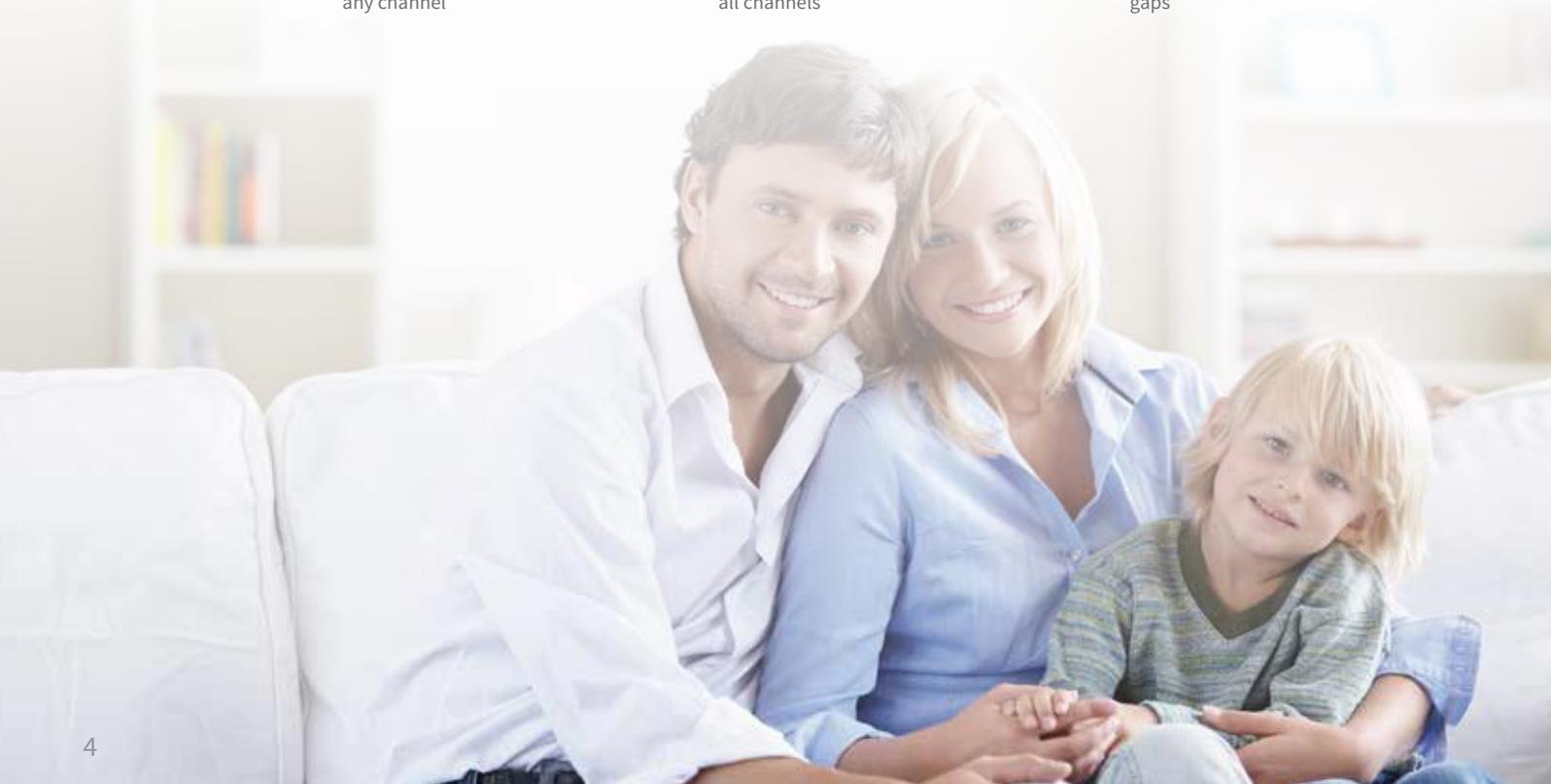
Reach
customers on
any channel



Ensure
consistency across
all channels



Eliminate
communication
gaps





ELIMINATE

Eliminate Artworking Costs

PROTECT

Gather and Protect your
Marketing Digital Assets

REDUCE

Dramatically Reduce
Cycle Turnaround Time

Perigord Group

Established in 1976, the Perigord Group is an Irish owned marketing services group that specialises in the provision of marketing communications services, outsourced solutions, print services and technology. We deliver the technology to manage your marketing services and outsource requirements and then ensure all production is implemented to quality controlled standards.

For further information

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