OPENTEXT™

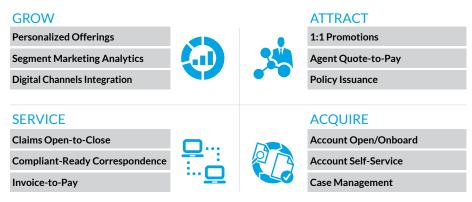# OpenText™ Exstream for Insurance Life and Annuity

Improve the customer experience and reduce costs with a single enterprise platform for managing all customer communications

New Challenges

Life and annuity insurers are finding themselves in an unfamiliar landscape. As budgets and revenues shrink, the marketplace becomes increasingly cutthroat and customers have never had higher expectations for insurance products, plans, and services. Insurers annuities and pensions continues to evolve in response to shifting market conditions, especially external forces that demand product innovation, customer focus, direct-to-consumer business models, and data mastery. Insurers must try to anticipate and meet the demands of a variety of customers, from attempting to attract digital-savvy millennials, to managing the wealth and needs of baby boomers. Even what it means to offer "good service" has changed, and leading insurers are realizing the need to offer customers a seamless, cross-channel experience that includes both print and innovative electronic delivery options, including web and mobile communications.

Enable engaging communications for improved customer experience

GROW		ATTRACT	
Personalized Offerings		1:1 Promotions	
Segment Marketing Analytics		Agent Quote-to-Pay	
Digital Channels Integration		Policy Issuance	

SERVICE		ACQUIRE	
Claims Open-to-Close		Account Open/Onboard	
Compliant-Ready Correspondence		Account Self-Service	
Invoice-to-Pay		Case Management	

As digital insurance processes become the focal point, it is more critical than ever to combine effective modernization strategies with cross-channel communications aimed to provide easy to understand communications and simplify business agility through the digital workplace. What insurers need is a customer communications (CCM) solution to help bridge the gap with effective communications to drive top-line growth, cut operational costs, reduce process complexities, and ensure adherence to regulatory compliance. The solution should strengthen policyholder and agent relationships by enabling effective communications through a variety of delivery channels.

TRUST AN INDUSTRY LEADER

Join the hundreds of insurers who use OpenText™ Exstream.

- *In 2014, for the eighth consecutive year, Celent named Exstream a leading provider in the "Insurance Software Deal Trends 2013" report[1]*
- *Exstream customers have won 59 DALBAR awards for outstanding customer communications[2]*
- *"Exstream continues to be a leader, writes Forrester, "with top numbers across needed capabilities"[3]*

"Exstream stood head and shoulders above the other two offerings. Exstream generated 25,000 statements in about 10 minutes rather than hours."

CAM CROSBIE, VICE PRESIDENT AND
CHIEF INFORMATION OFFICER, THE
EQUITABLE LIFE INSURANCE
COMPANY OF CANADA

Build Lasting Relationships to Sustain Customer Loyalty

Exstream is a multichannel customer communication management (CCM) solution that is proven to improve the customer experience and make customer interactions more profitable. It allows business users to create the communications for connected customer journeys using the delivery formats and channels customers prefer – including email, web, and mobile.

This software solution powers the transformation of all of your data—whatever file sources, formats, and systems you maintain—into relevant and insightful customer communications, including renewal notices, policies, quotes and correspondence. With on-premise and cloud deployment options, Exstream is scalable to fit the needs of any department or complex enterprise environment. Design and deliver consistent, personalized, compliant, anytime, anywhere communications with Exstream.

Reduce Total Cost of Ownership

By standardizing all of your communications on a single software platform, you can reduce initial and ongoing communication and production costs. Exstream's conversion processes, design, optimized testing, and ability to minimize postage and paper costs through electronic channels results in a low total cost of ownership.

Enhance the Customer Experience

Many insurers deploy a variety of point solutions for different communications types and lines of business. This approach leads not only to inconsistent branding, regulatory and compliance challenges, and higher costs to manage disparate silos of information, but also confuses and disappoints customers with irrelevant information and multiple or retired logos and marketing offers that don't apply to them. Research shows that communicating with customers using plain language and easy to understand communications are key customer experience drivers.

Exstream streamlines the processes behind creating communications. It helps ensure the use of your most up-to-date and compliant content by accessing your corporate data from virtually any source, including policy administration, billing systems, and content management systems running on mainframes or in distributed environments.

Transform simple communications into meaningful conversations. Adapt to customer demand with one source for communications, ranging from visually appealing statements and policies, to personalized email and SMS.

Boost Employee Productivity

Every customer interaction is an opportunity to strengthen your customer relationship. Exstream provides an interactive, controlled editing experience that allows business users to be responsive without risk. Exstream's interactive communications help ensure critical, compliance-related information is secured; custom pre-approved messaging is customized with selection instead of typing; templates conform to customer need; additional forms can be automatically assembled; and the whole package can be delivered in real-time through the customer-preferred channel.

Gartner studies show that retaining existing customers costs insurers five to seven times less than capturing new customers. Being able to respond quickly to customers and support their demand for multichannel communications in a variety of formats will result in a better overall customer experience and satisfaction.

OpenText also offers a wide range of training, consulting, and technical support services to maximize your investment in our products. Our insurance industry assessment analyzes business-critical processes, systems and tools, and provides savings opportunities and a solution roadmap tailored to meet your specific needs.

Contact Us

Find out how we have changed the way our customers do business. For more information about our customer communication management solution, visit

http://engage.opentext.com/products/exstream

www.opentext.com/exstream16

1 Monks, Karen and Michael Fitzgerald. "North American Insurance Software Deal Trends 2013: Life/Health/Annuity Edition." Celent. June 2014. Based on OpenText internal data and DALBAR winner list at dalbar.com.
2 Le Clair, Craig. "The Forrester Wave™: Document Output For Customer Communications Management, Q1 2014." Forrester Research, Inc. January 8, 2014.
3 Forte, Stephen. "Retaining Customers Through Better Claims Management for P&C Insurers." Gartner, September 20, 2007.

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