

**opentext™**

**Success story**

**Universal Insurance Group**

**Industry**

• Insurance

**Solution**

• OpenText Exstream™

**Results**



**Improved document quality** and staff productivity



**Provided the agility to respond quickly** to business changes and demands



Integrated with Guidewire InsuranceSuite™ and OnBase® Enterprise Content Management through a **multi-tier implementation strategy**, providing reliable responses and great portability

**UNIVERSAL**

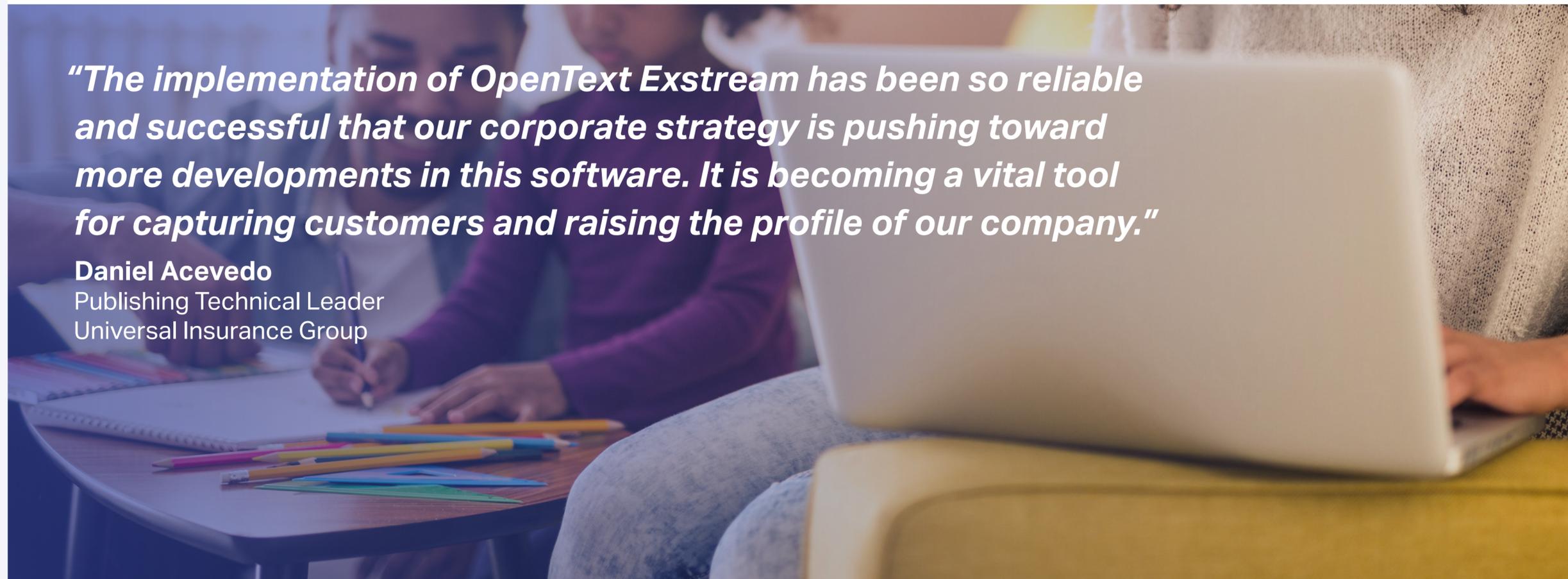
TM

# Universal uses emerging technology to improve customer relationships

**OpenText Exstream integrates with Guidewire InsuranceSuite for policies, billing and claims**

*"The implementation of OpenText Exstream has been so reliable and successful that our corporate strategy is pushing toward more developments in this software. It is becoming a vital tool for capturing customers and raising the profile of our company."*

**Daniel Acevedo**  
Publishing Technical Leader  
Universal Insurance Group



With over 30 years of experience in the local market, Universal Insurance Group (UIG) is one of the largest insurance providers in Puerto Rico. It has operations in 17 U.S. states and offers insurance products, policy financing and investment options. Universal is the island's top underwriter of personal lines and one of the leading property and casualty insurance companies. It also has more than 47% of the personal auto market share.

## Challenge

### Need for seamless integration

Many UIG customers deal with customer service representatives in person, but a lot of its claims, new business, quotes and renewals comes via call center and website.

***"Universal Group works to protect policyholders through innovative products that satisfy their needs and expectations,"*** said the company's publishing technical leader, Daniel Acevedo. ***"We are committed to maintaining financial strength, recruiting a team of professional personnel and implementing advanced technologies and quality systems to handle claims efficiently. We continue to work towards satisfying the needs, expectations and the security of our customers."***

UIG sees customer commitment and service quality as its main differentiators in the highly competitive insurance market. The company measures these through social media and customer satisfaction surveys. Customer communications are considered vitally important because they are the most direct route to meeting and exceeding customers' expectations on a personal level.

UIG wanted to replace its legacy document generation system with a new solution that would enable it to integrate as many business lines as possible through its core systems like Guidewire, the comprehensive suite of software developed specifically for the insurance industry.

## Solution

### Personal real-time communications

After considering other Customer Communication Management (CCM) products on the market, UIG decided that OpenText Exstream™ was the best fit for its needs because it was based on a 'best of breed' software approach.

UIG has seven Exstream applications covering the personal auto, dwelling, billing, claims, checks, liability and mail certificate elements of its business. It has also started the implementation of a new 'Personal Package,' incorporating five insurance products. Exstream is mainly used to generate written claim letters, declaration pages, invoices, cheques and general letters.

***"The challenge was to integrate Guidewire and our OnBase® Enterprise Content Management system with all the documents generated from Exstream. For that reason, we came up with a solution that fulfilled all requirements in terms of seamless integration between systems and services. It is designed to provide fast responses and portability for future migrations and upgrades,"*** said Acevedo. ***"The aim of this integration is that we can standardize the communications that we send to our customer but also have the flexibility to change things like logos and contact numbers."***

Exstream enables users to make the most of every customer touch point by creating personalized, real-time customer communications that can be delivered through their preferred channel, including web, email, print and SMS. Insurance carriers like Universal Group are one of the target markets for Exstream because it can significantly reduce costs by providing a single software solution for policies, bills, quotes/proposals and correspondence. It also supports straight-through processing for high-volume and on-demand communications.

***"In terms of deploy applications, OpenText Exstream is seamless to the business users and changes can be in production fast."***

**Daniel Acevedo**

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## Benefits

### Agility to meet business demands

UIG has seen significant productivity and quality benefits: ***“Using Exstream as the unique software for creating documents has helped our IT Department to centralize efforts in terms of software development, lowering the points of failure at infrastructure level,”*** said Acevedo. ***“We have also been able to introduce portability within core systems through generic XML requests and to improve renewal and billing batch processes without user intervention. In terms of deploy applications, OpenText Exstream is seamless to the business users and changes can be in production fast.”***

This speed has been of particular benefit to the business because it introduces the agility to respond to changing demands and deploy changes as fast as the business requires. Also, corporate branding configured in the document templates can be easily modified in line with new corporate direction.

***“The implementation of OpenText Exstream in Universal Group has been so reliable and successful that our corporate strategy is that it will now be part of all future developments,”*** said Acevedo. ***“It is a vital tool for capturing customers and raising the profile of our company.”***



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](http://opentext.com).

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