

OpenText Communications for Insurance

Leading CCM solution enabling ultra-personalized, compliant communications



Benefits

- Accelerate time to market for new products, services and offers
- Optimize customer touchpoints across all channels for frictionless engagement
- Reduce operational costs, streamline business processes
- Meet regulatory compliance requirements

Insurance organizations face a variety of challenges. Conflicting regulations, such as GDPR, state and country, exert pressure to deliver compliant communications on a jurisdiction-by- jurisdiction basis. In addition, some customers still prefer contact agents and call centers for quotes, renewals and applications, while others want electronic applications, digital communications and web self-service documents.

OpenText™ Communications (Exstream™) for Insurance leverages existing customer data and content to transform typical policyholder communications into highly individualized, engaging customer experiences across all touchpoints to encourage customer loyalty. Whether it is reducing time to settlement, swiftly sending first notice of loss letters or reducing demand on IT resources by giving marketing teams the hands-on ability to create and edit communications, OpenText Communications for Insurance can help.

OpenText Communications with Experience Aviator

Utilize Experience Aviator with AI-assisted authoring to create new communications and improve existing content. Use the built-in grammar, sentiment, and reading comprehension scores to create better content.

[Learn more >](#)

Grow

Personalized offerings
Segment marketing analytics
Digital channels integration



Attract

1:1 promotions
Agent quote-to-pay
Policy issuance



Service

Claims open-to-close
Compliant-ready correspondence
Invoice-to-pay



Acquire

Account open/onboard
Account self-service
Case management



Design and deliver personalized customer communications for touchpoints throughout customer lifecycle.

Accelerate time to market for new products, services and offers

Insurance marketers that can ensure personalized and relevant communications for each recipient can quickly capitalize on trends, events and fleeting opportunities. OpenText Communications gives insurers direct, hands-on capabilities to create and launch rapid-response marketing campaigns and ongoing promotions, such as accelerated adoption of a new insurance product, a time-sensitive loan-rate offer or a new benefit tied to a higher account status. Marketers can prioritize campaigns and incorporate them into the available white space of important communications at runtime. Users can also link campaigns to automatically send follow-up messages based on previous response, lack of response, effective dates or a prioritization override, as well as track all campaign activity with a built-in knowledgebase that integrates with customer databases.

Optimize customer touchpoints across all channels for frictionless engagement

Customer communications are critical throughout the customer lifecycle and each is an opportunity to reinforce or broaden the client relationship. OpenText Communications for Insurance leverages existing customer data from multiple sources and delivers it to digital and print channels to ensure messages and offers are personalized and relevant to that individual's profile and customer history. Statements are visually appealing, renewal letters simplify complex information using features, such as data-driven charts and graphs, and email and SMS notifications are delivered based on customer preference.

Reduce operational costs, streamline business processes

Most organizations have significant costs tied up in multiple customer communication technologies and processes that connect silos of information to customer communication applications. Exstream for Insurance is an end-to-end customer communication solution that helps marketing and business users make the most of every customer touchpoint.

This includes structured, high-volume bills and statements and automated fulfillment of on-demand, personalized policies, correspondence, quotes and proposals.

“In looking to upgrade our customer communications capability, the directive was to enhance customer experience and support business growth. OpenText Extream (now OpenText Communications) delivered that result. It simply stood out in terms of features and the ability to satisfy what we were looking for.”

Glenn Moore
Head of Core Applications
Delivery nib

“Using OpenText, we’ve reduced the volume of forms by 28 percent, and based on business user experiences thus far, we expect annual savings of 70,000 business user hours once all of the centralized printing is complete.”

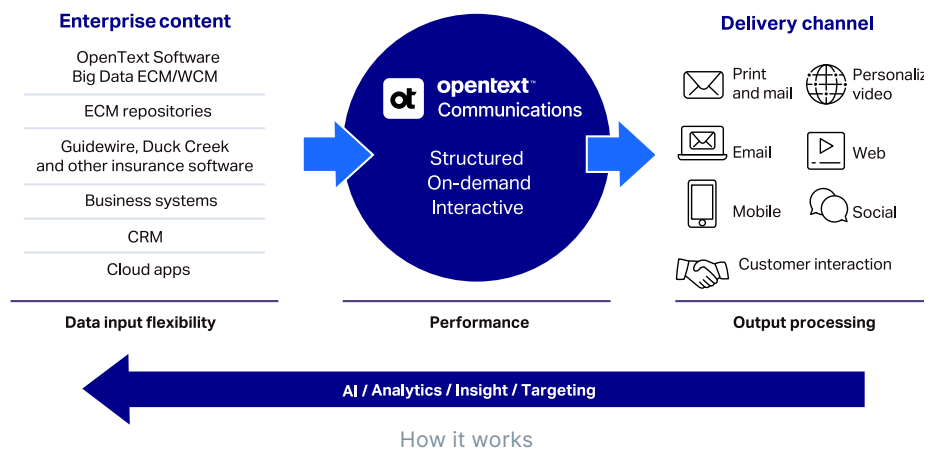
Marcus Knuth
Vice President for
Enterprise Technology
Acuity

It creates targeted, relevant customer communications that drive action. OpenText Communications for Insurance’s built-in approval workflow allows marketing and Line-of-Business users to remotely create variable messages that are integrated into documents, ensuring relevant and current information is communicated in a timely manner. It also includes many capabilities for testing document applications, significantly improving productivity and optimizing performance.

Meet regulatory compliance requirements

Managing variable content to guarantee compliance with changing government regulations and privacy legislation is easy. The compliance support capability verifies that appropriate content is automatically included in customer documents based on effective dates and jurisdictions. Users can also generate all communications in the customer’s primary language to increase satisfaction and ensure compliance.

OpenText Communications for Insurance is consistently ranked as a leader by industry analysts. It drives customer engagement and delivers personalized communications across customer preferred channels for consistent, remarkable experiences, both online and offline. This provides insurers with the ability to link dynamic engagements to all points in the customer journey through stronger marketing automation and digital delivery methods.



Resources

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Why OpenText Communications?

- No.1 CCM vendor in software capability strength and market presence
- Experience Aviator AI assists and accelerates authoring
- Premier batch engine performance (up to 10x faster) with less investment in infrastructure and software licenses
- Easy integration with data and content from any application, with no need to normalize data, saving hours of processing time
- Seamless integration with leading business apps and ecosystems, such as SAP®, Salesforce®, Guidewire, Duck Creek and other OpenText solutions
- Web-based design and authoring functionality lets non-technical users modify and publish content in OpenText Communications templates without IT help
- Assured email and SMS delivery with OpenText™ Core Messaging
- The only enterprise CCM solution integrated into a complete omni-channel CXM architecture, including messaging, customer journey and data, web and mobile experiences, digital asset management and contact center analytics.

Easy integration with leading insurance solutions

Customers who deploy popular insurance software solutions, such as those from Duck Creek Technologies and Guidewire, can use OpenText Communications for Insurance accelerators to promote better customer experiences with targeted, relevant and highly personalized communications. Automate the creation, assembly and delivery of time-sensitive communications for actionable customer responses using new digital channels.

OpenText Consulting Services, OpenText™ Managed Services and OpenText Learning Services support customers' digital transformations and optimize their investment in OpenText software and solutions. Passionate about customer experience, OpenText brings together the world's largest certified team of OpenText solution professionals to help customers build and execute on their digital strategy.

Consulting Services include:

- Professional Services
- Experience advisory services
- Implementation services
- On-premises, cloud and hybrid managed services
- User adoption services
- Training
- Success packages
- Integration services
- Modernization