Give customers what they demand: Top-notch service, any time, through any channel

Insurance customers today expect more.

They want online, self-service access to premium statements, explanations of benefits, claims information and other services. They demand fast, personalized support across a variety of channels.

CAN YOU DELIVER?

What do policyholders want?

Online self-service options that offer convenience, simplicity and control.[1]

80% Ask questions about existing policies

79% Manage policies

77% Seek assistance with claims

65% Renew or cancel policies

What do insurers want?

Happy customers, lower costs and compliance.

Avoid churn
A range of self-service options and faster, more personalized interactions keep policyholders loyal.

Reduce costs
Mailing documents can cost an average of $3 per parcel.[2] Average costs per inbound customer service call can range from $1.30 in the Americas to $0.70 in the Asia-Pacific region.[3]

Maintain compliance
Continue to meet legal and regulatory requirements even as content volumes grow.

Adopt a customer-centric approach to insurance with IBM® Content Manager OnDemand

Enable self-service access
Offer easy access to policy statements, explanations of benefits, claims history and billing through the web and mobile devices.

Create a 360-degree view
Unlock data for analysis and decision support. Reveal hidden information, generate new insights, track trends and identify risks.

Improve agent responsiveness
Provide call-center agents with fast access to relevant content and documentation for a more responsive, personalized customer experience.

Enhance compliance and efficiency
Streamline information retrieval and archiving, while complying with retention and accessibility requirements.

Keep core systems lean
Help your transactional systems perform faster by archiving data on a regular basis.

What does IBM deliver? Rapid transformation.

Case in point
One of the largest insurance organizations in Turkey wanted to provide customers with electronic access to annual statements. It implemented IBM Content Manager OnDemand and rapidly realized benefits.

750,000 statements ingested and integrated with the customer portal within two weeks.

50% of the organization's customers were accessing those statements online within the next seven days.

Transform your insurance business with
IBM Content Manager OnDemand
Learn more: **ibm.biz/BdEr5m**

IBM

[1] EY, 2014 Consumer Insurance Survey, www.ey.com/GL/en/Industries/Financial-Services/Insurance/ey-2014-global-customer-insurance-survey
[2] "The Digital Front Office: Enabling Customer Self Service with Enterprise Content Management," Frost & Sullivan, ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=ZZLI03068USEN
[3] Benchmark Portal, "Worldwide Industry Report (Sample Industry)," February 2015, www.benchmarkportal.com/public/pdf/Sample-Worldwide-Industry-Benchmark-Report.pdf

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IMU14235-USEN-00