ENGAGE 2014
Your customer engagement transformation starts here
HP Exstream Accelerators for Guidewire InsuranceSuite™

Bridging the gap for better customer engagement through claims, policies, and bills

Renee Zaremba, Robert Tucker / September 22, 2014
Success story: CSAA Insurance Group
Agenda

Key industry trends

Claims modernization case study: CSAA Insurance Group

• Chris Reed, CAS Program Manager
• Jey Ethiraj, Application Development SI, Cognizant

HP Exstream Accelerators for Guidewire InsuranceSuite™

• Best-practice reference implementation for digital customer engagements
• Increase revenue with policy administration and billing communications
• Reduce costs, mitigate fraud and churn with claims communications
Objectives

• Understand key initiatives driving core systems modernization

• Discover how to use best practice implementation with HP Exstream Accelerators for Guidewire InsuranceSuite to build engaging customer experience

• Understand business initiatives, challenges and improvements from CSAA Guidewire ClaimCenter and HP Exstream deployment

• Learn how to reduce costs by minimizing errors, fraud, and customer churn
2014

Top 10 Technology Trends Impacting Life and P&C Insurance

Internet of Things

User Experience Technologies

LEGACY Modernization

Risk Management and Compliance Solutions

MOBILE APPLICATIONS

Sales Force Automation and CRM Tools

SOCIAL and Collaboration Technologies

Advanced Analytics and Business Intelligence

Advanced Analytics and Business Intelligence
Insurance dynamics

Shift in consumer **demands and behavior** are **driving forces for transformation** of both **business and IT** to fundamentally re-invent how they do business

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**Transformation of business**

- Increase enterprise profitability and **business growth**
- Facilities to easily access information, easy transact, **personalized product**
- Maintain regulatory governance, risk and **compliance**

**Transformation of legacy IT systems**

- Improve IT applications, SOA infrastructure, **legacy systems**
- Improve business fundamentals: **strong growth** driven by CRM, CEM, BI/analytics, mobile applications
- **Shift to best-of-breed suits**, SaaS, PaaS for SMB

**Transformation of customer experience**

- Improve customer experience management and Ops efficiency; (industry CXi score ‘**Just OK’**)  
- Provide **better customer service across new agent/flexible channel capabilities in mature and emerging markets**

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Source: 2013, 2014 Gartner CIO Agenda survey analyzed the answers of 2,053 respondents from 41 countries, including 63 life and P&C insurers; 2014 Industry insight
Business challenges

New historic changes is creating the need to improve understanding of customers

Customer Engagement is at the heart of Customer Experience Management (CEM)

- New economic reality
- New cost pressures
- New regulations
- New products
- New business models
- New demographic reality
- New customer behavior
Shift in consumer demands and behavior
Creating need to engage with customers in new ways

Customer preference for consistent experience
- discover
- evaluate
- buy
- access
- use
- get support

Agent/broker
- discuss need
- ask advice based on personal relationship
- personalize offer/quote, negotiation
- offer, direct mail
- product ratings, marketing
- confirmation receipt
- status alerts
- design contract
- personalize follow-up
- check data quality ‘script’

Email/mail
- preliminary info.
- research, compare, decide
- social chats, text message, social ads
- product ratings, marketing
- confirmation receipt
- status alerts
- design contract
- personalize follow-up
- confirmation, experience evaluation

Mobile
- dynamic, cross-sell script, promo
- ask a question with personal insight
- social chats, text message, social ads
- support chats, social chats, self-service
- ask a question, cross-sell script, letter
- inquiry, service request, online survey

Websites
- dynamic, cross-sell script, promo
- ask a question with personal insight
- social media, personal demand
- application, mobile app, support chats
- self-service
- account access, payment
- support chats, social chats, self-service
- ask a question, cross-sell script, letter
- inquiry, service request, online survey

Call center agent
- dynamic, cross-sell script, promo
- ask a question with personal insight
- social media, personal demand
- application, mobile app, support chats
- self-service
- account access, payment
- support chats, social chats, self-service
- ask a question, cross-sell script, letter
- inquiry, service request, online survey

Message preference for actionable communications
- discuss need
- ask advice based on personal relationship
- product ratings, marketing
- application, mobile app, support chats
- cross-sell script, promo
- ask a question with personal insight
- social media, personal demand
- support chats, social chats, self-service
- ask a question, cross-sell script, letter
- inquiry, service request, online survey

Channel preference for convenience
- Agent/broker
- Email/mail
- Mobile
- Websites
- Call center agent

67% Would like faster turnaround time
“inflexible legacy policy administration systems can prevent insurers from being able to take advantage of new opportunities and being able to meet customer and agent expectations.”

Chad Hersh, Partner at Novarica
The Policy Administration System (PAS) legacy replacement challenge... **a complex business process**

- Multiple adjacent systems and components to PAS
- Many insurers using multiple PAS and authoring tools to generate mission critical documents
- PAS systems **does not address modernization of customer communications across the lifecycle**

34% of insurers are looking to replace or significantly enhance their PAS

70% of PAS projects are challenged or fail

The inability to meet customer expectations is a primary cause

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Data sources: Novarica, US Insurer IT Budgets and Projects for 2012 | PwC FS Viewpoint, April 2013
Digitization drives more profitable relationships

**Customer power**

**Demanding self and personalized service**
- Initiate and track services requests online and from mobile devices
- Want communications to be rich and personalized, not form letters
- Mitigate bad service experience to lower churn or social media comments

**Process automation**

**Improving digital customer experience**
- Business users still rely on manual and paper-intensive processes
- Capture and share information from online and offline processes
- Deliver timely updates, status, and communications

**Knowledge worker empowerment**

**Adapting business processes dynamically**
- Enable business users with predictive analytics for better customer service
- Rules for ad-hoc workflows to support exceptions, & complex interactions
- Reduce mundane tasks and make way for “smart work”
HP Exstream and Guidewire ClaimCenter Integration Case Study

CSAA Insurance Group
- CSAA company overview
- Business initiatives
- Business challenges
- Solution integration overview
- Business improvement metrics
- Future deployment plans

Chris Reed, CAS Program Manager
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- Best-practice reference implementation for digital customer engagements
- Increase revenue with policy administration and billing communications
- Reduce costs, mitigate fraud and churn with claims communications
HP Exstream and Guidewire joint value
Providing highly-engaging, meaningful insight, and better customer experiences

HP Exstream Accelerators for Guidewire InsuranceSuite

- Ease application development and deployment for **global SIs to configure** HP Exstream with Guidewire InsuranceSuite applications
- Improve business and IT process efficiency with **rules/data-based logic** to easily search, create, edit, deliver consistent content with HP Exstream inside
- Deliver **knowledge-based** dynamic templates across the customer lifecycle with targeted and personalized policy, billing, and claims messages
HP Exstream inside of Guidewire UI

Enables document generation for claims, policy and billing workflows

Expose ALL on-demand and batch files in DMS plugin for visibility to authorized end users
Modernized communications opportunities inside of Guidewire’s ClaimCenter business process

Value: improve settlement time, mitigate risk/fraud, improve customer satisfaction

- Dynamic role/rule-based logic for claim filing, fraud alerts
- Data-driven segment, role-based rules, LOB dynamic templates
- Dynamic templates by claim type and risk rules
- Approval-rules, settlement check, data system rules
- Litigation rules and data base tracking integration
- Case management business rules verification

New Claim Entry ➔ Segment/Assign ➔ Investigate/Evaluate ➔ Reserves/Payments/Recoveries ➔ Litigation/Negotiations ➔ Close

Documents dynamic templates
- wizard-based template online-template
- conversational guided-template
- auto-generated claim acknowledgement

eSign
- alert-driven notices
- LOB claim templates
- claim-settlement STP

[等内容]
- loss wage request
- medical records request
- repair shop notice
- compliance eforms negotiations
- STP settlement check
- repair check
- settlement check
- decline letter

[等内容]
- compliance reports
- jurisdiction content rules
- case file communications
- text alert notice
- link to survey claim experience

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Modernized communications opportunities inside of Guidewire PolicyCenter business process

**Value:** reduce document creation, desperate data, exceptions, approvals, reporting

<table>
<thead>
<tr>
<th>Dynamic, response-driven segment rules, import content</th>
<th>Dynamic data segment and approval rules</th>
<th>Dynamic template quote comparison, campaign msg.</th>
<th>Personalized assembly, white space mgmt.</th>
<th>Multichannel internal, external delivery, compliance reports</th>
<th>Exception handling rules</th>
<th>Renewal and underwriting rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submit</td>
<td>Qualify</td>
<td>Quote</td>
<td>Issue</td>
<td>Maintain</td>
<td>Change</td>
<td>Renew</td>
</tr>
</tbody>
</table>

- **Documents dynamic templates**
  - rate rules
  - product segment rules
  - conversational guided template
  - compliant docs.
- **eSign**
  - personalized proposal
  - exclusion
  - personalized policy contract
  - digital signature
  - dec page id cards invoice
  - cover letter
- **eForm**
  - application eform
  - rider eforms
  - endorsement eforms
  - addendum eforms
  - regulatory reports
  - barcode labels
  - self mailers
  - welcome kits
  - barcode labels
  - renewal notice
  - renewal eforms

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Modernized communications opportunities inside of Guidewire’s BillingCenter business process

Value: easy to read bills, flexible payment options, reduced complaints, improved experience

- Dynamic role/rule-based logic for new/change policy
- Data-driven account setup, complex calculation
- Dynamic commissions and disbursements
- Dynamic data-driven assembly, presentation
- On demand preview and exception change rules
- Dynamic delivery of demand/batch payment data
- Accounts receivables data validation

Guidewire Billing Instruction Scheduling Commissions Invoicing Policyholder Service Payment Processing Close

- Dynamic response-driven templates
- Role-based templates for agents, brokers, policyholders
- Demand access
- Account rules
- Product plan
- Payment rules
- Product calculation rules
- Agent commission statement
- Authorized disbursements
- Invoices
- Bills
- Delinquency notice
- Policyholder communications
- Endorsement eform
- Addendum eforms
- Personalized multi-line premium bill
- Payment options
- Segment loyalty message
- Cover letter
- Account data update
- Statement retention repository

Value: easy to read bills, flexible payment options, reduced complaints, improved experience
6 best practices for correspondence accelerators

Increase control over content, lower costs, and improve response times

1. Communications redesign for multichannel
2. Compliant approved
3. Centralized templates
4. Controlled content access
5. Event-triggered and dynamic automation
6. Closed-loop communications
What is the value of a cohesive CCM with Guidewire?

A single cross-enterprise platform

Linking all touch points and all interaction methods to respond more rapidly, with relevant information

- Increasing customer satisfaction
- Building stronger relationships

Lowering operational costs

- Processes streamlined for rapid decisions
- Information collected in real-time
- Data repurposed, linked with core systems
- Communications compliant and multichannel

...blurring the lines between channels, devices, and information
Call to action

Are your customer communications optimized across your value chain business processes?

While insurers transform legacy core systems they also need to transform communications for better customer experience.

- 82% investing in document creation and management capabilities
- 38% find data integration with customer communications mgmt. difficult
- 52% strategy to reach millennials via online, mobile, social communications

75% of customers will move to another channel if their first attempt to resolve an issue is unsatisfactory, according to Forrester.
