TOP 10 TRENDS

IN CUSTOMER

ENGAGEMENT

TOP TEN TRENDS IN CUSTOMER ENGAGEMENT

One of the most important ways to differentiate your organization is through customer engagement.[1] Today's insurance consumer has rising expectations, especially in terms of personalized communications. The industry also faces challenges as a result of the Internet, which appeals to price-sensitive shoppers. You can overcome these challenges with a company-wide approach to customer communications.

Find out how to create a winning customer experience and build customer loyalty utilizing Pitney Bowes Software. Call 800.327.8627 or visit us at www.getengaged.com.

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[1] Forrester Research, 2013

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LEGACY MIGRATION

Insurance companies face heightened customer expectations, changing compliance regulations and overwhelming amounts of data that must be processed, cleansed and harnessed. By moving from legacy systems to more flexible customer communication management solutions, you can support new applications, new products, new processes and new customer communication channels to increase customer satisfaction and loyalty.

CUSTOMER DATA QUALITY

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CIOs rank dirty, fragmented and inaccessible data as a multi-million dollar problem. Single platform solutions boost data quality and enable data integration enterprise-wide. Gain the customer intelligence necessary to craft hyper-personalized, timely, relevant messages focused on profitable, persuadable segments. You can increase response rates, drop marketing costs 40%, and realize a stronger return on your marketing dollars.
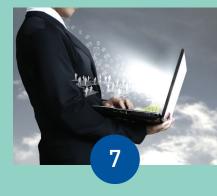
DIGITAL MIGRATION AND PLATFORM STANDARDIZATION

Now you can create, manage and deploy content across multiple channels from a single platform, and eliminate inconsistencies and redundancies—even when communications are created by different departments, product lines or channels. By engaging customers through the channels of their choice, you will earn high marks for superlative customer service. And, by reducing and optimizing paper statements, you will add efficiencies to your operations.

8

EMPOWERING BUSINESS USERS

Finally, IT and business users can collaborate effectively, creating a more holistic communication strategy for all customer-facing documents, and generating robust communications that do not paralyze the IT infrastructure. You can enjoy fewer bottlenecks and less time in the IT queue, produce and modify your documents faster—and ensure complete compliance with your brand and auditing standards. New project-management tools provide selective access to business users. User-friendly designer tools let them combine desktop creative with centralized, multichannel delivery. Benefit from the agility, and the ability to be faster to market with communications that meet the needs and preferences of your customers.

7

AUTOMATING CORRESPONDENCE

Many claims departments and underwriting groups still rely on Word templates for customer correspondence and treat the constant errors associated with their cut-and-paste manual process as just a cost of doing business. New technology has made it easier to create and deliver interactive documents. Search capabilities expedite change management, and business users can make permissioned document updates without waiting on IT. Drop-down menus and integrated data feeds support compliance and retain document history. Centralized templates expedite content updates and maintain brand consistency.

PREFERENCE MANAGEMENT

Today's technology enables you to make decisions on what channel to use based on rules and customer preferences, so you can reach each customer with the right message. Now, it's easy to cater to customer preferences, such as *mail my policy*, or *text if there's an impending storm*. You'll improve responsiveness while gaining efficiency and agility.

MULTICHANNEL CONSISTENCY

When departments communicate in silos, customers receive conflicting, off-brand messages and a disconnected experience. Now you can standardize with an enterprise-wide system that integrates with your core operating system. Individual business units and agents can create, deploy and send out branded communications via print, mail, email, SMS, text and social media. Archiving is automatic, and retrieval near-instant, enabling you to deliver a consistent, informed and positive experience across every touchpoint, outbound and inbound.

4

BEST NEXT ACTION MARKETING

With a 360° view of the customer, you can combine predictive analytics with a company-wide communication engine to achieve "always on" marketing. Follow-up is automated and consistent. This enables you to create customized offers and deliver more relevant experiences that anticipate customer desires and improve satisfaction and loyalty.

3

CALL CENTER OPTIMIZATION

Every interaction represents an opportunity to strengthen relationships and today more insurers are finding ways to turn call centers into profit centers. A 360º customer view, with real-time access to documents and communications increases productivity and response time. Predictive analytics can pinpoint the best next action based on the call context and boost responses to cross-sell offers.

2

ENGAGEONE COMMUNICATION SUITE

Increasingly, insurers are choosing the EngageOne™ Communication Suite from Pitney Bowes—the only scalable, company-wide communication engine that facilitates integration and collaboration, making it easier than ever to engage customers across every channel with relevant, cost-effective, relationship-building connections.

social network

1

Discover how you can unify customer communications across your organization, connect with customers on any platform and transform every touchpoint into a two-way dialogue.

For more information about Customer Communication Management from Pitney Bowes call 800.327.8627 or visit us at www.getengaged.com.

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