



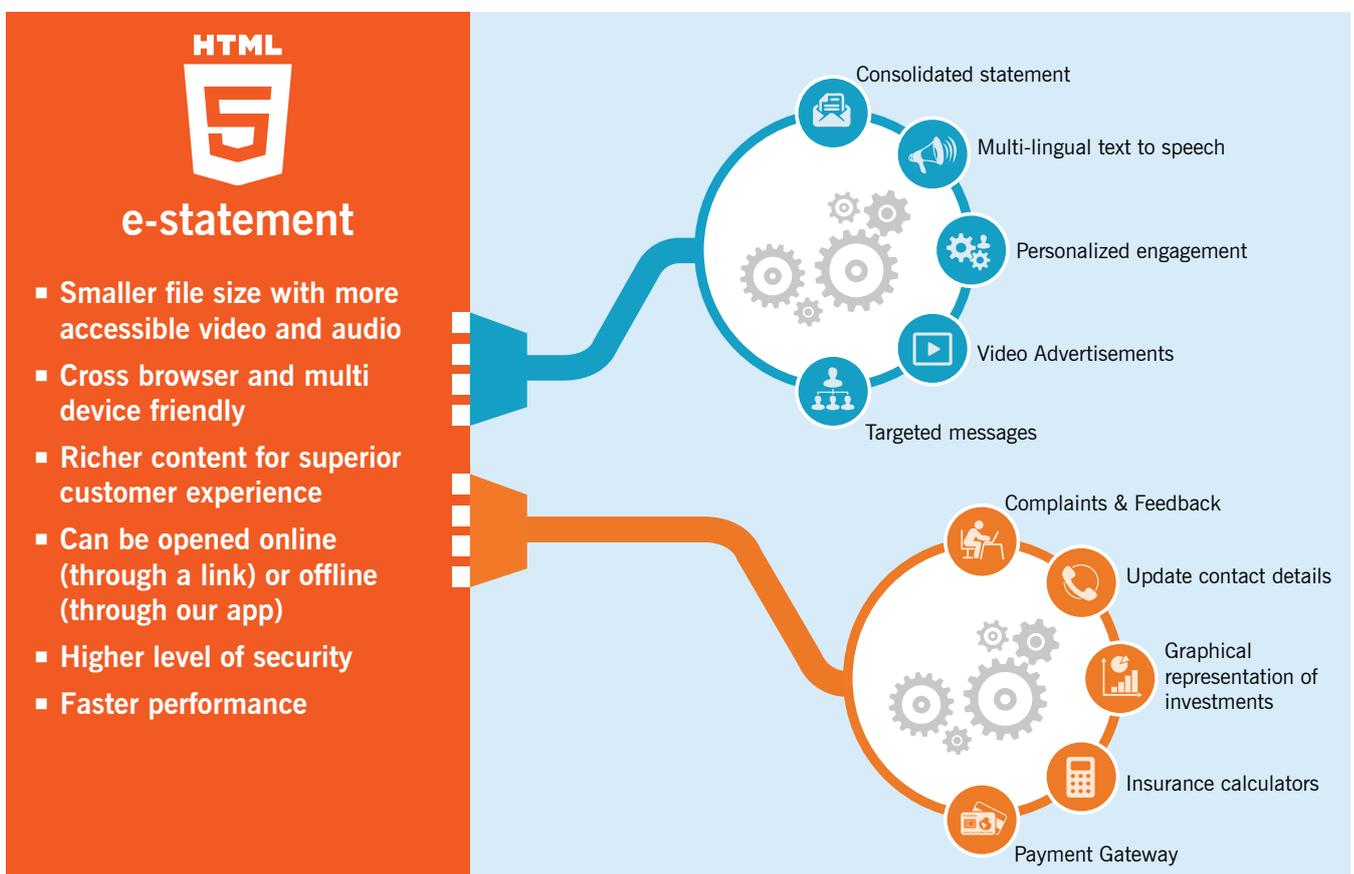
**Engage your customers with  
Interactive e-statements**

# Engage customers to maintain loyalty

Insurance enterprises send multiple communications to customers throughout the customer journey right from prospecting to claim settlement and renewals. The need of the hour is to consolidate all such communications and deliver consistent Omni-channel engagement for greater loyalty, growth and profitability.

**UniServe™ Engage is an interactive e-statement that transforms an e-mail to most dynamic customer touch point. Engage consolidates various insurance documents like welcome kits, policy details, premium schedules, tax certificates; policy account statements, payment schedules and other vital documents into one HTML5 based statement.**

## Engage customers for greater customer experience:



# Business benefits

**Customer support costs will decline with fewer calls to customer care. Customers will pay premium on time thereby obviating needless penalties. Revenue maximization through targeted offers, greater e-statement adoption rate besides increased loyalty can be achieved by providing superior customer experience.**

## Reduces OPEX

- 20% enhancement in e-adoption rates
- Provides a powerful Corporate Responsibility message to investors and customers
- The industry quoted figures for reduction in operating costs of mailing and manual processing are between 65% and 85%
- An average cost of \$10.06 per call (source: Call Centre Strategies 2007, Ascent Group) is saved, at the same time reducing call traffic to CRM

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## Improves revenue

- Personalized and demographical advertisement of new products/services for up-selling and cross-selling
- Reduction in Days Sales Outstanding (DSO) by upwards of 30%-40% payment on the e-statement itself

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## Superior customer experience

- Uses customer interactions to provide a relevant customer communication
- Communication tracking

# For more details



## Intense Technologies Limited



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