

Case Study
UniServe™ | CCM

Our intensity.
Your agility.



Transforming Customer Communication Management to rationalize and personalize **CUSTOMER COMMUNICATIONS ACROSS ALL CHANNELS & TOUCH-POINTS**

A leading Insurance Company with a broad portfolio of protection covers and backed by years of professional expertise in product offerings, exceptional service capabilities and seamless claims process management implements Customer Communications Management solution to address the key business requirements like the 'Transformation of Customer Communication Management Technology'. With more than 200 offices spread across India, the Company has a robust multi-channel distribution network of 22,000+ licensed agents and 390+ licensed brokers.

Intense's Customer Communications Management built on UniServe™ platform seamlessly integrates with incumbent's Core Insurance applications to rationalize and personalize customer communications across all channels and touch-points.

Transforming Customer Communication Management to engage customers in more relevant ways. The CCM solution seeks to address the key business requirements like the 'Transformation of Customer Communication Management Technology'

Deployed successfully Robust, user-friendly tools that truly empower the business users to generate and deliver relevant customer communications at the right time in customer-preferred channels

Enterprise Challenges

There has been a silent revolution in customer engagement due to the proliferation of mobile devices in last couple of years. In today's digital world, customers have heightened their expectations in terms of control over transactions and customers are no more content with personalized messages and emails; they expect messages and emails to be tailored to their unique needs. This is a challenge as well as an opportunity to any service industry as it allows them to engage their customers on more personal and deeper levels and create cost-effective ways to retain existing customers and acquire new ones.

- Finding a solution that can rationalize and personalize customer communications across all channels imbibing all touch points to engage customers in more relevant ways.
- Deploying a single platform for design & delivery of multichannel communication across the customer base.
- Ease of creation and management of templates, seamless archival and retrieval of customer communication.
- Deploying an integrated platform for execution of segment based campaigns.
- Ensuring an application that is the single source for all customer communication.



Solution

UniServe™ platform simplified existing legacy environment and bridged process silos and empowered the enterprise with an agile process for delivering communications, resulting in a world-class, Omni-channel customer experience. Unifying the entire enterprise's ability to process and organize customer communications across all channels has been made easy using UniServe™.

Business Benefits

- Huge savings in maintenance costs through elimination of multiple applications (Single application generating all customer communication).
- Enhanced corporate image, as customer statements received through all mediums are identical in branded look and feel.
- An enhanced multi-channel delivery, including email, web, mobile, and print.
- Greater ability to respond to market changes, capabilities to deliver relevant communications cross multiple channels, and empowering business users to improve customer experience.
- Built on principles of Service-oriented architecture and semantic grid architecture the solution is scalable vertically and horizontally. Multi-processing support and the ability to provide fail safe processing is helping the insurer enhance operational efficiency of in delivering customer communications.
- The complete configurability of the solution allowed easy incorporation of even data level changes and with faster turnaround times.
- Instant reports on documents accessed and tasks performed (email, white-mail, etc.) through CRM and self-care, helping track customer requests and enhancing customer service.