

# From Siloed to Seamless Insurance Communications

## Transform your policyholder and agent experiences with the Broadridge Communications Cloud<sup>SM</sup>

The pressure to modernize communications is higher than ever in today's digitally accelerated landscape. Policyholders expect seamless, digital experiences, but siloed customer information, multiple communications tools across business lines, a complex forms library and regulations make it challenging to meet policyholder expectations.

Insurers are partnering with Broadridge to deliver engaging policyholder experiences efficiently and effectively while streamlining the creation, delivery and management of communications.

### **STREAMLINE OPERATIONS WITH A MODERNIZED COMMUNICATIONS PLATFORM – AVAILABLE TODAY**

The Broadridge Communications Cloud<sup>SM</sup> is an end-to-end omni-channel communications and customer engagement platform deployed through easy-to-use self-service tools or as a managed service with open APIs. By connecting to the multitude of digital channels policyholders use daily and leveraging a high-scale, high-performance print-and-mail network, insurers are unlocking new sources of economic value and advancing their digital transformation.

Our communications platform streamlines processes and replaces siloed legacy systems – all while simplifying content creation and management, enhancing digital adoption and improving processing times.

- Create, deliver and manage omni-channel communications – including bills, declaration pages, policy forms and claims communications
- Take advantage of a unified communications platform with one workflow that strengthens compliance, data security and experiences

- Orchestrate frictionless customer journeys and continuous customer interactions across channels, touchpoints and business functions
- Leverage your existing delivery channels and implement the modules that map best to your environment and business requirements

The holistic ecosystem supports the entire policyholder lifecycle – from enrollment to renewal – with flexible modules, including omni-channel composition and experience, identity and preference management, omni-channel delivery, information and journey management, and analytics and reporting.

### **CREATE DATA-DRIVEN, DIGITAL-FIRST EXPERIENCES**

- **Omni-channel Composition** – Leverage self-service or managed service tools to create personalized, consolidated digital and print communications that prompt your policyholders to take action (e.g., connect to agents, make payments, review account activity and track the progress of a claim).
- **Omni-channel Customer Experience** – Grow digital adoption by unlocking a seamless cross-channel experience to help your policyholders – as well as your agents – transition from print to digital.
- **Identity and Preference Management** – Capture and manage policyholder identities, attributes and preferences in a single view, including empowering your policyholders to manage their delivery preferences by channel and type of communication.

### **SOLUTION SPOTLIGHT**

Property and casualty insurance, group benefits and mutual funds leader leverages the Broadridge Communications Cloud to support their communications transformation.

**Challenge:** The firm needed a self-service communications management solution to integrate with various databases and support their digital transformation. They also needed a solution to rationalize their forms and content to support requirements for each state.

#### **Results:**

- » Reduced costs, optimized forms and content, and enabled business owners to create targeted messaging across channels – while paving the way for their digital future
- » Eliminated dependency on IT and service provider to support content changes, resulting in faster time to market

## REIMAGINE OMNI-CHANNEL DISTRIBUTION AND OPTIMIZATION

- **Omni-channel Delivery** – Deliver to the multitude of digital channels used daily. Whether a policyholder prefers to receive account notifications via text or on their mobile app, you can provide a range of options by connecting to multiple digital channels while leveraging a high-scale, high-performance print-and-mail network.

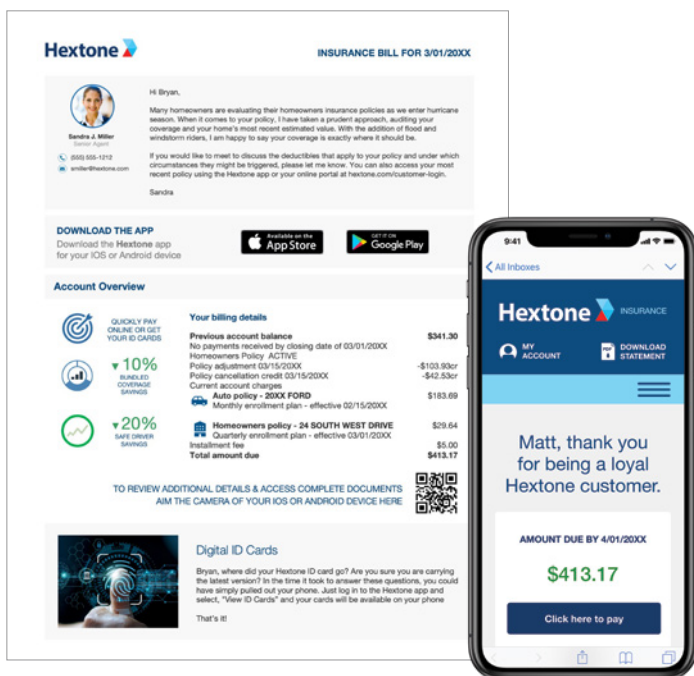
## ACQUIRE INSIGHTS TO PROACTIVELY MANAGE RISKS AND IMPROVE OUTCOMES

- **Information and Journey Management** – Strengthen compliance and data security with a safeguarded, high-volume digital archival for documents, forms, emails, images and more. Create a more cohesive customer experience with journey mapping at the macro and micro levels.
- **Analytics and Reporting** – Manage, track and measure the effectiveness of your communications across the customer lifecycle with intuitive performance dashboards and comprehensive operational reporting, enabling you to take the next-best action.

## WHY BROADRIDGE?

- **7B communications** delivered annually across print and 12+ digital channels
- **Invested \$1B+** over the last decade in print and digital
- Achieved **ISO, PCI, HIPAA and HITRUST CSF** compliance and security designations
- **7 geographically dispersed facilities** in North America help ensure disaster recovery while providing a strategic footprint
- **100+ patents and pending applications** for technology innovations issued by U.S. Patent and Trademark Office

Let's talk about how you can make every communication more valuable. Contact us today by visiting [broadridge.com](https://broadridge.com) or calling 1 844 898 1017.



Simplify content creation and management, enhance digital adoption and improve processing times—all while strengthening compliance, data security and the experience.

Broadridge, a global Fintech leader with over \$5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for our clients and help them get ahead of today's challenges to capitalize on what's next.

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