

Insurance Industry

Multi-channel automated welcome pack

 <p>Need</p>	<p>Se requiere una solución multicanal de alcance global, para la automatización del proceso de composición personalizado y envío de sus Welcome Pack multimarca.</p>
 <p>Solution</p>	<p>Our Communicalia platform automatically generates the welcome packs using a master document log and prepares the final version for its multichannel dispatch.</p>



Result
Composing and dispatch of 350,000 welcome packs per year in 10 European countries.

Need

Multinational insurance company in expansion in Spain requires a technology partner to help it automate the composition, generation and dispatch of welcome pack to its new customers. They are to be distributed by post or through electronic means, according to the customer's preference, and related to the company's different products.

The company hopes to attract customers in various European countries, and therefore needs to distribute the initial welcome packs to the entire continent.

Solution

Implementation of Communicalia to meet the needs of communication with the customer in a multichannel and multinational spectrum. Our team of professionals carry out a rapid implementation of the platform, with major flexibility in adapting to customer requirements.

We generate the welcome packs from the resources provided by customer (fonts, images, databases, business rules, etc.), creating a streamlined output format for both postage to different countries and online mailing, according to a prior targeting process. The platform also includes an automated repository on three levels: customer area, call centre and internal use log, which are separated according to the lines of insurance and contracted policies. Another of its stand-out features is the electronic tracking and approval system of models with PDF preview.

Implementation time:

Service delivered since 2009.

Results

- Streamlining of resources: drastic reduction in dispatch costs, handling times and direct and indirect claims.
- Automation of the composition, generation and and multichannel distribution of 350,000 welcome packs per year to 10 different countries.
- Increased degree of process automation and less human error.