



**NEW LIGHT  
DIGITAL™**

# **Connecting Systems for the Optimal Communication Experience for Insurance Customers**



META

# The insurance industry has been slow to sunset old systems and adopt new ones.

Here's why system integration is essential to success.

Insurance is not the most technologically advanced industry. In fact, it's one of the slower industries to upgrade legacy systems that their team built or adopted when the technology first started innovating the way people did business.

But **experts say** that carriers who fail to invest in new technology will be passed over or purchased by larger players in the industry. This mindset has led to an incremental approach to adding new technology step by step as the company can. And while that's been effective in modernizing these companies, disparate systems have limited the effectiveness this technology offers.

Connecting systems and allowing them to pass data back and forth to one another is an essential element of building quality customer experiences that keep customers loyal.

This is true for both insurance carriers and agents because today's customers want the ability to complete a form online and skip the paperwork and speed up in-person interactions.

Here's a look at some of the most crucial systems insurance companies must connect to build experiences customers enjoy and be part of the digital transformation happening in insurance.



# CRM

A company's CRM is the foundation for everything. It's the policyholder information warehouse detailing both contact information and helpful tidbits about a customer.

Connecting the CRM to other systems can power incredible functions, including:

- Autofill payment systems with customer contact data
- Automate payment reminders
- Make upselling simpler by using policy data to inform additional products a customer might benefit from
- Enable automated messages on birthdays and anniversaries to build relationships with customers
- Help the company win back old customers through ongoing re-engagement campaigns
- Reminding customers about how to file a claim and important claim details in case they encounter an accident or tragedy
- Simplified communication if a policyholder calls customer service for information about their policy or to check what might be covered

Data in your CRM is incredibly valuable. Providing employees and agents access to this information can empower more impactful interactions that both ensure customers have adequate coverage and help insurance agents create stickier relationships that retain customers.



# Payment Systems

Customers are accustomed to paying for things with ease. They go online, autofill general information and complete their payments. Many online shopping platforms now even allow you to make monthly payments on small purchases with incredible ease.



So why shouldn't they expect the same service from their insurance company? Payment systems should be intuitive. If a customer gets an email saying their payment is due, they shouldn't have to go find their policy information and input it to make a payment. Instead, all that information should autofill because the insurance company's CRM, payment system and email marketing software are all connected.

And by connecting these systems, insurance companies can reduce the number of manual back-and-forth communications they must have with a customer, which streamlines processes and helps create better experiences.



# Policy Pricing Calculators

Machine learning and AI have helped advance underwriting and policy calculating systems. Personal lines of insurance are simpler to quote as there are generally fewer variables than with business insurance. But advancements in technology have made it easier to offer live quotes for insurance policies of all kinds.

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Calculate

Quoting an insurance policy requires that a potential customer input a great deal of information about themselves into a calculator. You don't want that information trapped in underwriting software.

Connecting these systems to marketing automation software helps you send reminders and sales information to the customer to share more information about your company and what you have to offer. By automating the follow-up process, you can also reduce stress on your underwriting and sales teams to focus more on other aspects of their jobs.



# IP Voice Systems

Gone are the days when you can only use your work phone when sitting at your desk in the office. IP voice systems have made it possible to use a computer or special VoIP phone to make and take calls from anywhere.



Because these systems have digitized the phone conversation experience, they can also log information in your CRM to remind you when you last spoke with a policyholder. Take notes on what you discussed with the policyholder and automate follow-up through your connected marketing automation platform.

Connecting various communication platforms makes it simpler to create a holistic and seamless experience for every customer, every time.





# Claims Systems

Digital claims portals made incredible advancements during the COVID-19 pandemic when insurance companies worked to still respond to claims while adhering to social distancing rules.

One advancement that came in the last few years was the ability to digitally capture images and documents to better connect the policyholder and insurance company. Claims are a crucial time that can lead policyholders to shop around when their policy comes up for renewal. Connecting claim systems to CRMs can also help claim professionals do their job and manage the relationship to reduce the likelihood the customer will shop around.



And connecting claim systems to marketing automation can help connect salespeople to policyholders who have had a recent claim. It gives a chance to automatically check in after a claim to see how the process went and whether sales can do anything to help the customer, such as adding a rider to a policy to increase protection.

# Marketing Automation

From a customer retention and company growth standpoint, marketing automation might be the most important software to connect to other systems. Of course, it's only as good as the data you feed it from outside systems so inputting good data to your CRM through your various other systems is essential to having adequate information to send specialized campaigns.

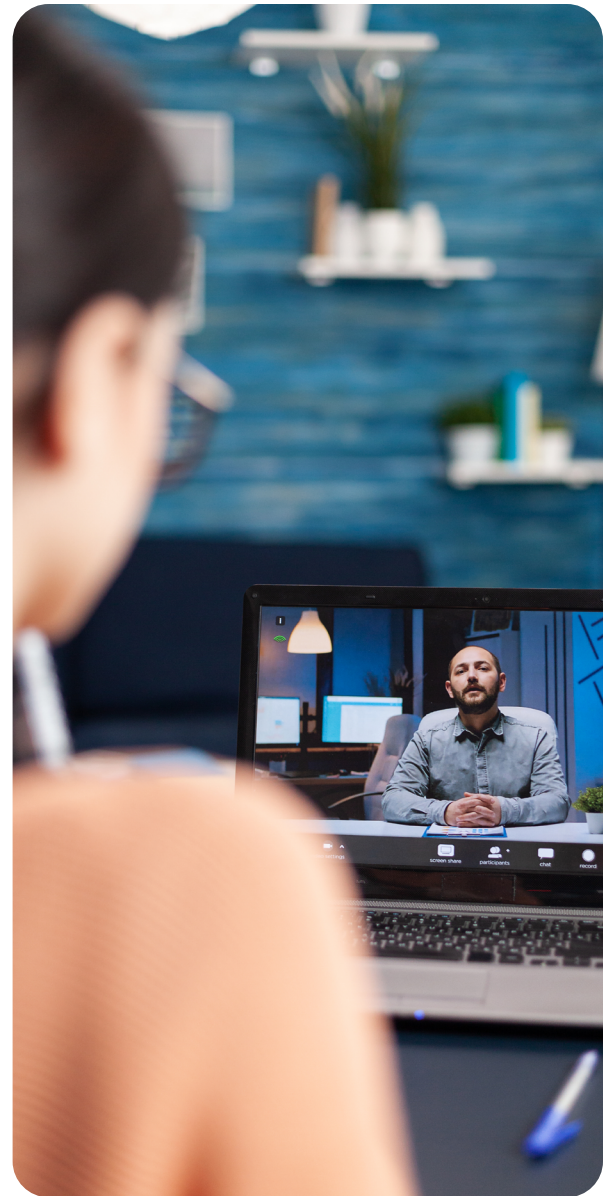


Remind policyholders around the holidays about types of gifts they might want to insure, including everything from 4-wheelers to engagement rings. And when spring and summer come around, share how home improvement projects, including kitchen renovations and new roofs, can impact their insurance needs.

Campaigns you send through marketing automation can be simple like reminders to review life insurance needs with every birthday. Or they can be more involved and speak directly to the coverage the customer currently has and what they might consider adding.

These campaigns can help prepare the customer for conversations with their agent and can help resolidify relationships after a claim.

From the moment you meet a prospect through to their decision to purchase a policy from your insurance business, marketing automation can help build and maintain relationships when you provide it good data.



## **Support for Getting the Most from Your Marketing and Technology**

New Light Digital is a strategic marketing agency with insurance industry experience. We know the unique challenges insurance businesses face and how to help them overcome those challenges to build meaningful relationships with customers, even during and after a claim.

Whether you're starting your journey toward connected systems or you're well on your way to cleaner, better data, our team can help you make the most of every customer interaction and opportunity. Schedule your free consultation now to learn more about how we can help.

**CONTACT US**