

# Large Insurance Company Transforms Customer Communications Using SMS

## Achieving process efficiencies, cost savings and 100 percent compliance



### Situation

A large insurance company, working with a major wireless telecom service provider, needed a way to ensure customers received critical communications, most importantly a contract within 30 days of service initiation, as well as ongoing contractual and regulatory communications.

They faced many challenges including not being directly in control of the end customer relationship or collection of customer data, inaccurate customer data and large quantity of return mail, which drove operations and support costs up. Regulatory and compliance mandates required 100 percent accuracy that's trackable end-to-end.

### Solution

We gathered SMS consent at the point of sale, ensuring we had an accurate cellphone number. A text message notifies the customer and provides a link to retrieve documents in a secure and mobile environment. Customers choose ongoing communications preferences and initiate the relationship for ongoing self-service integration into a responsive website. Business rules/data configure communication frequency, campaign type and message channel into a closed loop – tracked-confirmed-recorded.

### Benefits

The client is experiencing process efficiencies, cost savings and 100 percent compliance. Servicing customers has been transformed into a seamless experience, enriching relationships through a self-service model.

- 6+ percent monthly ongoing e-consent
- Within 6 months, nearly 400,000 total opt-in with document downloads
- 20 percent reduction in client phone support for claims
- Major savings in postage, data processing, print, materials and combined mail processing
- 30 percent reduction in returned mail