

Sapiens CustomerConnect



Unique Customer Experience

Today's Digital Demand

Consumers demand ease of access on the channel of their choice from all service providers, including insurers, making it difficult for carriers to remain competitive without supporting a fully omni-channel experience.

To meet this need, insurers invest time, effort and financial resources in custom portals and sites connecting to their operational, policy administration, claims management and other systems. The problem with many of these tailored solutions is that they require extensive maintenance. How can insurers efficiently and cost-effectively engage customers on a digital level?

Sapiens' Solutions

Sapiens CustomerConnect (formerly known as "Sapiens PORTAL") is a modular, highly innovative portal solution specifically designed for the life and property & casualty (P&C) insurance markets. CustomerConnect is a direct-to-consumer application. It enables life and P&C insureds to buy policies, view the status of their policies and accounts and issue claims. It is possible to conduct many other transactions that save both consumers and insurers time, and reduce costs, while increasing overall consumer satisfaction.

Insurers can leverage their investment in Sapiens' core life and P&C suites (**Sapiens CoreSuite** or **IDITSuite**) by offering a unique, real-time consumer experience tailored to today's digital natives. CustomerConnect is fully pre-integrated with both Sapiens CoreSuite products, as well as the full **Sapiens DigitalSuite**.

CustomerConnect was designed based on customer-centric principles that fit modern business models. It includes a journey builder and API configuration tool for innovative insurance business journeys. This allows insurers to quickly and easily add new journeys and configure existing customer journey paths. Sapiens' portal supports multiple customer journeys throughout the full value-chain, from pre-engagement, through onboarding, servicing and claims. Sapiens also offers out-of-the-box templates and visual components for customer portals.

Sapiens CustomerConnect provides built-in integration with a set of digital, customer-engagement tools, including personalized video, chatbots and digital forms management.

Business Benefits

CustomerConnect offers many business benefits, including:

- **An intuitive and user-friendly customer experience** – CustomerConnect is built to provide insureds and agents with a high quality, state-of-the-art user experience, and is tailored to offer unique life/P&C insurance characteristics in the digital arena
- **Full access and customer-centricity** – with full access to all historical activities and communications, insurers, customers and agents will have a 360-degree view of customers' portfolios, policies, payment data, etc.
- **Straight-Through Processing** – CustomerConnect offers STP for quotes and illustrations, with seamless transition

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into active policy, as well as web-based underwriting to facilitate STP where appropriate

- **Easily customizable user interface** – to allow quick and easy adaptation of the CustomerConnect graphical user interface (GUI) for each customer, insurers and agents can quickly and flexibly customize screens
- **Comprehensive best practices** – CustomerConnect is infused with Sapiens' more than three decades of experience and best practices, gleaned from our industry-leading customers
- **Built for enterprise performance** – the solution supports high volumes of traffic, to meet all the needs and demands of top tier insurers and their customers. This includes features such as queue management, load balancing and other functionalities

Digital Suite

Sapiens CustomerConnect is part of the **Sapiens DigitalSuite** (formerly known as Sapiens Digital Suite), which offers an end-to-end, holistic and seamless digital experience for customers, agents, brokers, customer groups and third-party service providers. The suite is pre-integrated with Sapiens' core suites and is comprised of **Digital Engagement** and **Digital Enablement and API Layer** components. The suite is cloud-based.

Core Pre-Integration

CustomerConnect is pre-integrated with Sapiens' core suites for life and property and casualty:

Sapiens CoreSuite for Life and Annuities and **CoreSuite for Life and Pension** (formerly known as "Sapiens ALIS") are designed to provide excellence in administration of insurance business, facilitate digital transformation and fast time-to-value for digital strategies, and create greater efficiency via legacy consolidation.

Sapiens CoreSuite or Sapiens IDITSuite for Property and Casualty (formerly known as "Sapiens Adaptik Policy" or "Sapiens IDIT") is a modular, automated, highly customizable solution that offers a single platform for personal, commercial and specialty LoBs. This increases organizational efficiency by reducing manual effort, generates competitive advantages and saves costs.

Learn More

For more information on how to better equip your customers for success, please visit us on the web, or contact us at info.sapiens@sapiens.com.

About Sapiens

Sapiens International Corporation empowers insurers to succeed in an evolving industry. The company offers digital software platforms, solutions and services for the property and casualty, life, pension and annuity, reinsurance, workers' compensation, and financial and compliance markets. With more than 35 years of experience delivering to over 450 organizations globally, Sapiens has a proven ability to satisfy customers' core, data and digital requirements. For more information: www.sapiens.com