

Infor CRM Epiphany for Insurance



➔ The Swedish insurance company, Folksam, is using Infor CRM for Insurance to improve its customers' experience by collecting feedback during customer interactions for use in improving products and services to address customer needs.

Be enterprising.

Challenges ranging from increased competition and ever-changing regulations to growing commoditization of products characterize today's insurance industry, along with a diverse network of agents, brokers, and third parties that can complicate the selling process.

Enterprising insurance companies survive by focusing on customer retention and growth, as well as channel efficiency. The key is to improve profitability and grow revenues by executing personalized retention and cross-selling campaigns across multiple channels. In addition, it is important to manage changing operations and practices, compete for new consumers, and create organic growth opportunities.

The market-leading Infor™ CRM Epiphany® suite was designed with the needs of today's insurance companies in mind. It delivers what you need to execute a customer retention and growth strategy by delivering a single view of customer interactions across business



units. Plus, it works seamlessly with existing front- and back-end systems, so you can leverage existing technology and infrastructure investments.

Leverage experience.

As a leading provider of CRM solutions for the insurance industry, Infor has a critical understanding of your competitive requirements, gained through years of successful business and software implementation experience. Our business-specific CRM solution helps companies like yours achieve competitive differentiation in the following ways:

- *Improve retention*—Access at-your-fingertips data on policy renewal dates, at-risk customers, and more.
- *Grow revenue*—Recommend the right series of products, riders, and financial services appropriate for specific customers and customer segments.
- *Improve producer effectiveness*—Coordinate marketing campaigns with the distribution channel, automatically routing leads to agents and brokers for follow-up.
- *Increase distributor share*—Improve campaign effectiveness and grow share of mind with third parties.
- *Maximize your technology investment*—Augment existing front- and back-end systems to leverage your technology investment without additional IT outlay.
- *Foster flexibility*—Increase your strength and resistance to market threats. Rely on Infor's open, adaptable technology for a flexible business infrastructure.

Get business specific.

With Infor CRM for Insurance, insurers can focus on customer retention and growth, improve profitability, and boost revenues by executing personalized retention and cross-selling campaigns. The solution also helps them coordinate lead management with agents, brokers, and third-party distributors to maximize the potential of complex distribution channels.

Key capabilities include:

Make the most of your existing customer base

Infor CRM for Insurance maximizes customer potential by delivering the most relevant cross-sell, up-sell, and retention offers during both inbound and outbound interactions.

Identify next-best action

Sophisticated analytics can be leveraged at the point of customer interaction—whether in the form of an inbound service request or a proactive outreach such as a direct mail, email, or call-center campaign. A unique blend of real-time analytics and offer arbitration helps you sort through hundreds—even thousands—of possibilities to identify the next-best action that optimally aligns your customers' needs and your business goals. You'll be guided seamlessly from accepted service offerings to the next logical step in the purchasing and servicing process.

Generate personalized interactions

With Infor's powerful CRM solution in place, you'll improve the retention of your best customers while reducing the cost of servicing less profitable ones. The system highlights policyholder profile attributes through which risks and potential can be easily viewed and analyzed.

Synchronize marketing

Transform your marketing mix from wishful thinking to customer-centric, event-driven actions. Infor CRM for Insurance allows you to replace traditional interruption marketing techniques with effective event-driven processes across both inbound and outbound channels, resulting in uncluttered customer interaction. Whether you're dealing with an inbound call from a customer, a follow-up request, or a policy renewal notice, this event-driven approach results in better customer response and generates up-selling opportunities.



Improve agility

Infor CRM for Insurance enables you to leverage the dynamic nature of policy-holder interactions to ensure that offers and inquiries are timely and relevant. You can examine contextual policy-influencing factors, such as risks and data, in real time. Models are automatically built and adapted based on these real-time interactions, allowing agents and brokers to create and customize policies in a fraction of the time of policies which are generated with traditional systems.

Augment existing systems for rapid implementation

Infor CRM for Insurance allows you to leverage your existing technology investment. The solution can coexist with current and future IT infrastructure layers and plug into existing insurance-specific contact center and web self-service solutions.

Leverage industry best practices

Insurance policy data, models, and processes are integral to the system, which is built around insurance best practices. This makes it ideal for a multitude of customer-facing roles within your organization including brokers, agents, and third-party distributors. They get the tools they need to drive sales today and adapt quickly as your business evolves.

Components include:

Marketing

Inbound and outbound marketing capabilities help streamline the campaign process and create real-time customer profiles that can be analyzed to identify high-impact offers at the time of interaction.

Sales

Sales force automation and opportunity management capabilities facilitate customer conversations by driving intelligence into every customer interaction.

Service

Personalized contact center capabilities give customer service representatives a unified view of customers across all existing systems and empower them to shorten call times and resolve issues on the first call. Sophisticated, real-time analytics drive personalized, customer-focused processes and offers, turning customer interactions into revenue opportunities.

See results now.

Based on a practical approach that leverages industry best practices and proven business processes, Infor CRM for Insurance enables many of the world's largest and most successful insurers to capitalize on current customer relationships, build new ones, maximize their complex distribution channels, and leverage their technology investments. Let this powerful solution help your company generate a fast return through:

- Improved customer retention
- Increased organic and new growth capabilities
- Increased distributor share
- Heightened producer effectiveness
- Improved flexibility and adaptability
- Easy integration with new and existing technology systems
- Reduced time to market
- Low total cost of ownership

About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit www.infor.com.

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