



EDC Empowers an International Insurance Firm to Serve Their Customers Better

EDC recently partnered with a multinational insurance provider to implement a Customer Communication Management (CCM) solution that reduces reliance on paper, improves workflow efficiency, and drives customer satisfaction.

With decades of experience in the Middle East, our client in this project forms part of a global insurance and employee benefits groups.



Insurance services

- Middle East branch of a multinational company with a presence in over 60 countries
- Using EDC's comprehensive Customer Communication Management (CCM) product suite
- Greater automation in document processing and more efficient and effective customer communications

Client Overview

Our client is a global leader in insurance, annuities, and employee benefits, operating in more than 60 countries. With a strong presence in the United States, Middle East, Europe, Latin America, and the Asia Pacific, The company maintains its competitive edge through digital innovation and offers a wide range of products and services to meet the needs of this dynamic market.

Challenges and Requirements

Efficient document fulfillment process

The client's products and services were historically heavily reliant on paper documentation and manual workflows. This resulted in lengthy and error-prone document fulfillment processes - leaving room for improvement in both customer and employee experiences. The company was looking for a more automated approval workflow to improve efficiency, and the ability to merge standard policy documents with customer data.

Automation, integration, and digitization of customer communication

The use of automation technologies and improved data management were identified early on as areas that could enhance customer communications through further digitization.

Increased customer engagement

Management recognized the importance of customer engagement through multiple digital channels and wanted to ensure they had the tools and processes to improve customer and employee experiences with these channels and therefore grow engagement.

Trust and compliance

Operating in a heavily regulated industry in which compliance is critical, our client wanted a secure and trustworthy digital partner to deliver an entire suite of customer communication solutions.

Reduce paper consumption

The company was consuming a vast quantity of paper globally per year. As an environmentally conscious business, they wanted to make an impact on this figure in their operations.



30,000+

customer communications per month



50+

billion USD in global annual revenue



70

systems connected

"With its CCM suite, EDC has enabled us to digitize and automate slow manual document workflows, improving the customer and employee experiences in the process, and giving us higher quality customer engagement."

Client Testimonial



Efficiency

Streamlined communications and reduced reliance on paper



Improved CX

Personalized interactions drive customer satisfaction



Compliance

Improved compliance with stringent regulatory requirements



ROI

Enhanced efficiency and reduced paper use resulted in significant ROI

The Solution

EDC provided our client with a comprehensive Customer Communication Management (CCM) product suite based around a centralized Interactive digital automation platform that provided the following solutions to the challenges identified.

- **High-Volume Operations Documents**
The CCM suite processes and manages around 30,000 bulk customer communications every month, including premium notifications and marketing messaging.
- **One-to-One Customer Communication**
The solution facilitates the real-time editing of pre-filled documents, streamlining and enhancing customer interactions and improving customer satisfaction.
- **On-Demand Communications**
The CCM product suite integrates directly with over 60 of the client's services and systems, enabling instant access to documents and ensuring all aspects of customer engagement are connected.
- **Robust Solution Infrastructure**
The suite benefits from a resilient server setup that guarantees uninterrupted customer communication and provides customer support security.



Outcomes

EDC's CCM suite has had a considerable impact on the client's operational efficiency, reducing its reliance on paper documentation and simplifying workflows. In turn, this has drastically improved customer engagement, enabling the company to offer highly personalized, omnichannel customer experiences and driving greater customer satisfaction.

Improved document fulfillment processes have also helped to eliminate duplicate documentation and work across departments, resulting in less organizational confusion and notable productivity gains.

The CCM suite plays an active role in around 30,000 monthly customer communications and currently oversees email, SMS, and print communications. The client hopes to add WhatsApp to that list in the near future. A key factor in the solution's success was that it created a unified platform for diverse communication channels.

The company consumed millions of sheets of paper annually across the globe. EDC's solutions eliminated many paper-based workflows and therefore generated a very significant ROI simply by reducing paper usage within the organization.

This project has enhanced the client's digital capabilities by equipping it with a suite of customized tools that enable efficient, personalized, real-time communication with customers. In doing so, this collaboration has set the benchmark for digital communication and customer engagement, showcasing the transformative impact of technology and its ability to improve both customer experience and operational efficiency significantly.
