



## Build better relationships and a better business.

Insurance companies are in constant communication with current customers and prospective customers. They bill for premiums, send regulatory notifications and communicate regarding claims. They also have many services and products to offer their customers. Many companies offer roadside assistance, instant claims-adjustment services and access to property-replacement services. They may also have relationships within and outside the organization that allow them to offer other products and services beyond insurance.

In most organizations all of these customer communications are created by different business units and concentrate on only a small part of the total customer relationship. As competition becomes fiercer, these companies must demonstrate to their customers that they are aware of all of their relationships and that they are the best company to serve their needs.

## Seek opportunity, not obligation.

The best way to serve those customers is to communicate with them, using statements, bills and other communications that are personalized and use good information design strategies that include color.<sup>1</sup> Developing micro-versions for design variations that serve different types of customers is another option to create a differentiated customer experience. Instead of thinking of the statement or notice as a cost-centric obligation, consider it a revenue-generating opportunity. All of these things are possible, as long as you have the technology in place that allows you to do it.



**A single view of the customer across lines of business, interaction channels and business functions is critical to making the customer feel that the service organization is competent.**

– Best Practices in Customer Service, Siebel, April 2003

## Don't let technology hold you back.

Color, personalization and even micro-versioning are not new concepts. In the insurance industry, the creation of documents that incorporate variable data goes back more than 20 years. Personalized insurance policies, declaration pages, statements and bills were the first of many variable-data applications that also used business rules to select appropriate text blocks for each individual customer. What is new is the ability to add dynamic color and formatting flexibility, based on that variable data, at the full-rated speed of the printer. That is what Kodak brings to the insurance industry.



## Go beyond traditional approaches.

To access all that TransPromo has to offer the insurance industry requires access to good customer data, excellent document design and the ability to print dynamically formatted color text and images. It also requires coordination with the marketing organization, to define marketing offers that are relevant to specific types of customers. The goal is to keep customers coming back for more services, by only offering options that are relevant to their current insurance situation. The more relevant the offer, the more likely a customer will respond.

Kodak customers are using these techniques today, to produce personalized, customized and targeted communications that not only communicate more effectively, but save them money, too!

## Listen to the experts.

If you are wondering if this is something that you must consider, the answer is "Yes!" Studies from INTERQUEST, the Aon yearly *Insurance Market Overview* and the trade publications in the insurance industry all note that the addition

of color and personalization are the best way to add value to the current customer experience.

INTERQUEST also notes that fewer than 20 percent of insurance providers are currently using documents that integrate both color and variable data into their design.<sup>2</sup>

The opportunity exists to create customer communications that differentiate themselves among all of the mail received in a household.

# An action plan for results

If you are not sure how to start, here's a sample plan to get you started:

- **Identify the types of customer communication you currently have:**

- Bills for premiums
- Policy-change notices
- Declarations pages
- Policies
- Welcome kits
- Customer acquisition and re-acquisition solicitations
- Regulatory notifications

- **Identify what you know about your customers:**

- Name and address
- Publicly available demographic information
- Current policies held, as well as past policies

- **Identify how often you communicate with your customers and what means are used:**

- Weekly, monthly, quarterly, annually
- Personalized direct mail, online, by phone
- How many types of communication per customer
- Individual or combined communication for the household

- **Review the material sent to the customer:**

- Brand consistency
- Relevance of offers
- Level of personalization

- **Form a team to review current program:**

- Include marketing, IT and product managers
- Identify communications goals
- Develop data-analytics plan
- Identify changes to current communications program
- Develop plan for implementation

- **Identify internal and external marketing partners:**

- Execute
- Design new customer communications
- Monitor and measure
- Expand marketing offers
- Increase segmentation when appropriate
- Review and improve

## Make the move today.

While there are only six steps to this program, it will be time consuming to execute. The results, however, should be measurable increases in customer loyalty and top-line profits.

In addition, adopting a **Kodak Versamark** printing system means that you can eliminate preprinted

forms and all of the costs associated with them. You eliminate the time lost to stock changes and the waste from out-of-date stock. TransPromo is the next paradigm shift in customer communications. Ask us how you can use TransPromo today to create your next generation of insurance communications.

### To learn more about solutions from Kodak:

Visit [graphics.kodak.com/godatacenter](http://graphics.kodak.com/godatacenter)  
In North America, call 800.472.4839  
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Eastman Kodak Company  
343 State Street, Rochester, New York, 14650-0119  
USA

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<sup>1</sup>Romano, F. & Broudy, D. An Investigation: Direct Mail Responses based on color, personalization, database, and other factors. Digital Printing Council Paper No. 1. October 1999.

<sup>2</sup>Biscos, G. Presentation at Focused Forums during 2005 based on INTERQUEST research.

