

SOLUTION BRIEF

Smart Communications

SMART COMMTM

for Guidewire

**Smart CommunicationsTM and
Guidewire InsuranceSuiteTM**

Outsmart the Complexity



Solution Brief

As an insurer, your customers are your central focus...so why not make your communications to them central to your business operations? Many insurers use legacy customer communications systems that are difficult to integrate, or disparate tools that almost seem like an afterthought. When customer data isn't easily accessible during the communications drafting process, insurers struggle to strike up conversations with their customers that are consistently accurate, personalized and relevant. And when there's so much to say, every message matters.

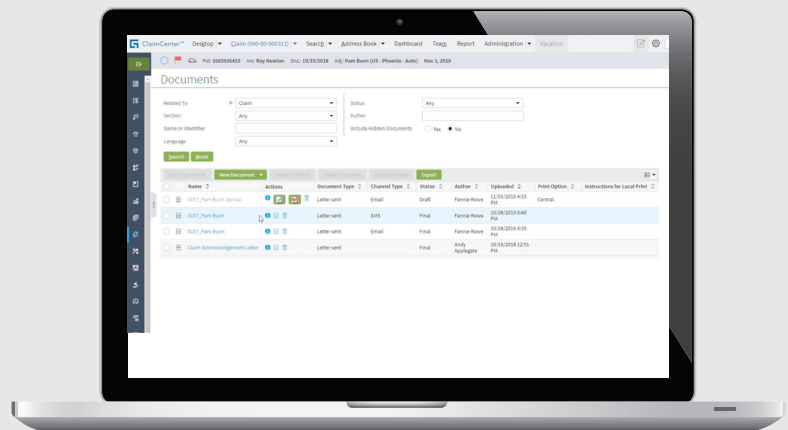
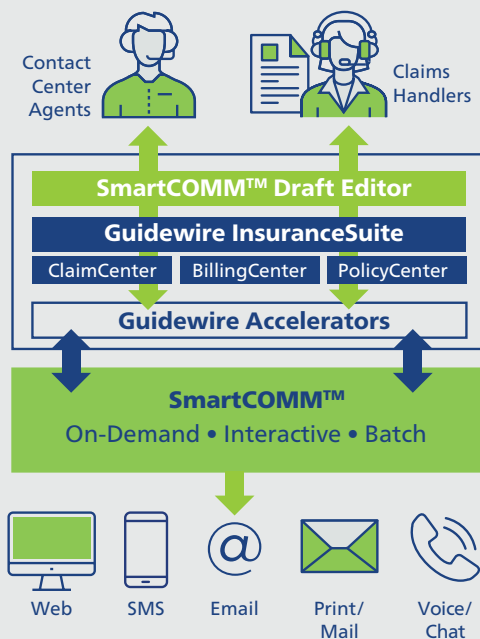
Seamlessly-Integrated Customer Communications, Deployed Quickly

What happens when insurers integrate the most advanced enterprise customer communications solution with a best-in-class insurance operations suite? The result is a streamlined insurance business operation that accurately and efficiently communicates with individual policyholders via digital and print channels.

- **Guidewire InsuranceSuite™** is the industry standard platform for P&C insurers. Guidewire solutions encompass underwriting, policy administration, billing, claims management, AI and analytics for Cloud and self-managed deployments; allowing insurers to engage, innovate and grow efficiently.
- **SmartCOMM™ for Guidewire** gives business users ultimate control over the creation, management and delivery of personalized customer communications delivered to the channels that policyholders want to use.

Guidewire is a global reseller partner of SmartCOMM, and our solutions are integrated within more than 100 insurer's environments around the globe. SmartCOMM utilizes published Ready for Guidewire validated accelerators for InsuranceSuite and InsuranceNow applications for an implementation-ready solution that greatly reduces the time-to-deploy.

Here's How it Works:



SmartCOMM Omnichannel Communications Attached to Guidewire ClaimCenter Record

SmartCOMM and Guidewire InsuranceSuite Features

With SmartCOMM and InsuranceSuite, you streamline your processes and enable your insurance professionals to work more efficiently while handling policyholder requests. Better processes lead to:

- **Flexible Interactive Communications:** Your insurance professionals use SmartCOMM directly from within their Guidewire InsuranceSuite environments to create targeted and personalized communications for customers, using free text or pre-approved text, branding and content.
- **Efficient On-Demand Communications:** Through a simple click of the template icon within Guidewire ClaimCenter®, your insurance professionals can quickly and efficiently produce relevant, standardized communications, ensuring that policyholders are kept informed in real-time with on-brand, accurate communications.
- **Accurate Policy Renewal Quotes:** When new policy quotes, additions or changes are made, or when policy renewal quotes are to be issued from Guidewire PolicyCenter®, the appropriate personalized communication and documentation is generated using SmartCOMM, quickly and simply.
- **Business-Controlled Template Design:** Drastically reduce the time and effort required to create new templates using SmartCOMM's browser-based template authoring, which offers a user-friendly interface and easy access to shared content, style sets, layouts and shared data. Because each template is multi-channel, multi-brand, multi-jurisdictional and multi-language, insurers can eliminate hundreds of old templates and reduce maintenance costs.
- **Integrated Control Over Communications:** Draft documents with personalized and targeted messages are seamlessly integrated with Guidewire Approval Workflow so senior managers can review and approve all documents before delivery.

Why SmartCOMM™ for Guidewire



TRUSTED

More than 100 joint global customers trust the combined partnership of Guidewire and SmartCOMM



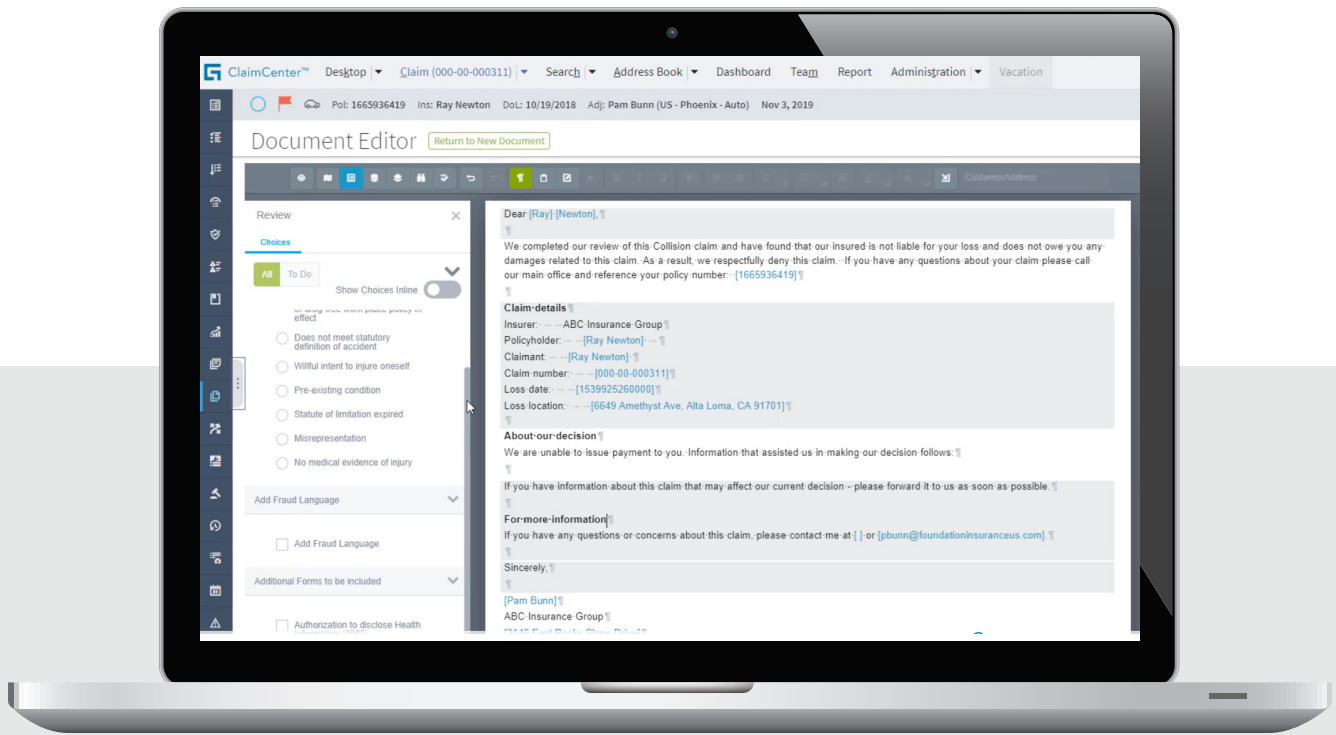
VERIFIED

A rich suite of pre-built & validated Ready for Guidewire Accelerators available for download from the Guidewire Marketplace




CONSISTENT


A stable, trusted, and committed Guidewire PartnerConnect™ Solution Premier Partner since 2009




Editing SmartCOMM Draft Documents Within Guidewire ClaimCenter®



Ready for
 **GUIDEWIRE**
 InsuranceSuite 8.0

Ready for
 **GUIDEWIRE**
 InsuranceSuite 9.0

Ready for
 **GUIDEWIRE**
 InsuranceSuite 10

Smart Communications™ is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering insurance companies to succeed in today's digital-focused, customer driven world while also simplifying processes and operating more efficiently. Smart Communications is headquartered in the UK and serves more than 700 customers from offices located across North America, Europe, and Asia Pacific.

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Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 400 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. As a partner to our customers, we continually evolve to enable their success. We are proud of our unparalleled implementation track record, with 1,000+ successful projects, supported by the largest R&D team and partner ecosystem in the industry. Our marketplace provides hundreds of applications that accelerate integration, localization, and innovation. For more information, please visit www.guidewire.com and follow us on Twitter: @Guidewire_PandC.