

Fédérale Assurance**Industry**

- Insurance

Solutions

- OpenTextTM Exstream
- OpenTextTM DocumentumTM

Results

Reduced dependency on IT
with intuitive solution



Accelerated time to market
with real-time personalization
of multichannel customer
communications

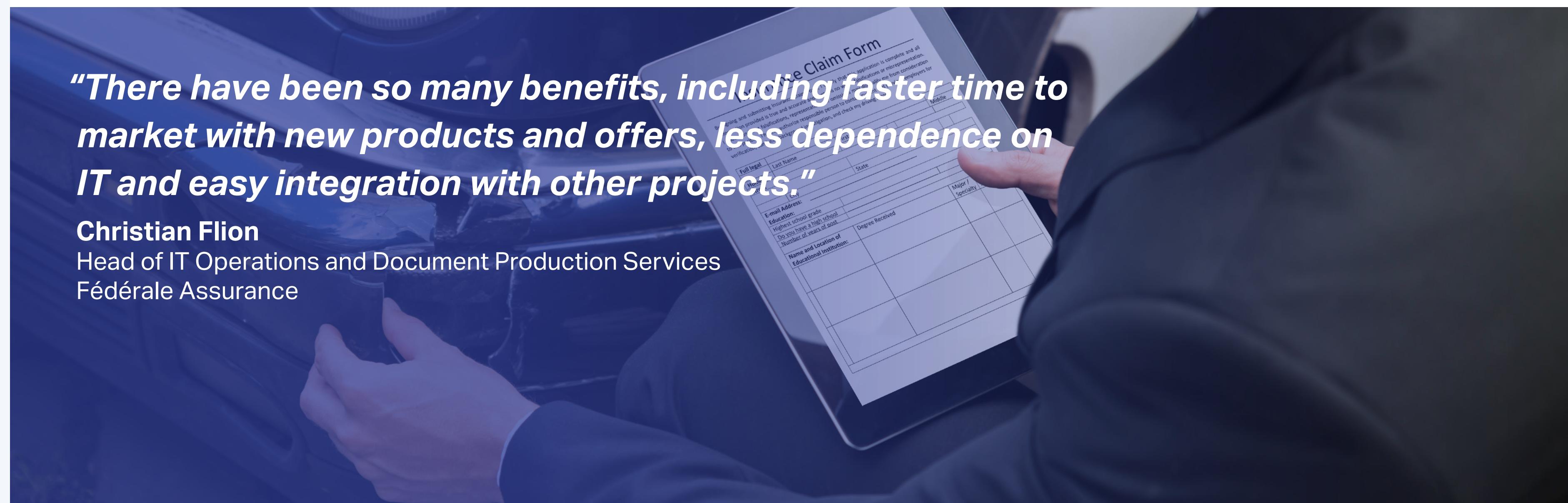


Enabled seamless integration
with existing business applications
and projects



Fédérale Assurance implements customer communications strategy with OpenText

OpenTextTM Exstream seamlessly integrates with insurer's IT system to enable quick design and delivery of personalized customer communications



Belgian insurer Fédérale Assurance produces eight to ten million pages of customer communications annually across its insurance offerings and financial investments products. These communications, delivered to both individuals and businesses, include contracts, renewal notices and documents related to losses. While the insurer has been automating its direct mail to a certain extent since the 2000s, legacy tools were falling short. To streamline its processes, Fédérale Assurance selected OpenText Exstream for its fast production engine, seamless integration with existing systems and ease of use.

"We market our products directly to customers using our own representatives, rather than going through brokers," explained Christian Flion, head of IT Operations and Document Production Services, Fédérale Assurance. **"This approach requires direct and personalized communication with customers. In addition, new requirements have introduced the need to create a single repository.**

"OpenText™ Exstream is intuitive and easy to use. Team members quickly became independent, handling document design while improving their knowledge. Exstream Designer is more user-friendly than competitor products.

"A significant and growing proportion of our customer communications are now handled by OpenText Exstream." The solution easily integrates with many business applications so users can create personalized customer communications, such as a business proposal mailing, without having to leave the business application. The insurance manager can dynamically modify and save the document using customer and business information. Fédérale Assurance has integrated this functionality into its processes for comprehensive fire policies and other business areas will follow.

The insurer sought a tool that offered real-time document customization and multichannel management. With Exstream, employees can now compose and generate a document, preview it on-screen as a PDF and then choose from paper or email as the distribution channel. The solution also integrates with other IT systems, including the insurer's Microsoft Dynamics® CRM (Customer Relationship Management) tool, which now leverages Exstream to manage its product descriptions.

Fédérale Assurance has also built an Exstream-powered mobile application that enables sales staff to collect customer information on a tablet using the Exstream interactive editor. When the salesperson returns to the office, it is easy to synchronize and validate the content. To ensure legal compliance, customer responses are then stored and archived electronically using OpenText™ Documentum™.

Around 350 Fédérale Assurance employees now work with Exstream applications every day. The insurer plans to expand the solution's deployment across all business units and launch new applications.

"There have been so many benefits, including faster time to market with new products and offers, less dependence on IT and easy integration with other projects," said Flion.

With OpenText Exstream at the heart of its IT system, Fédérale Assurance aims to increase contract production and respond to its customers with increasing flexibility. **"We want these applications to be handling approximately 80% of our communications by 2020. It was the right choice for us,"** Flion concluded.



About OpenText

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