

Capgemini Auto Connect

Optimizing the Auto Insurance Value Chain with Multi-Channel Experience throughout the Agency and Customer Lifecycle



Driving the Next Gen Auto Insurance Automation an all-in-one “Insurer, Agent, and Customer” engagement platform

- Agency Management
- Agent Portal
- Customer Self-Service Portal
- Quote-to-Card

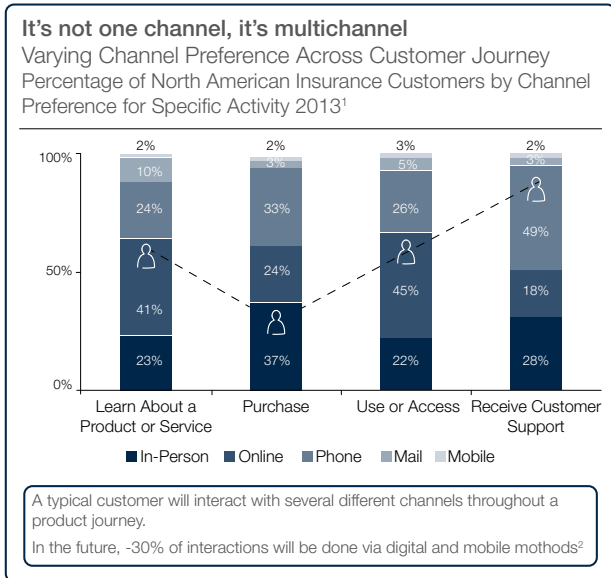
Capgemini Auto Connect: Next-Generation Auto Insurance Engagement Platform

Packaging a robust platform connecting the Insurance Company, Agencies, Agents, and their Customers into a single cohesive process, the Capgemini Auto Connect application allows rapid implementation of a branded, full-featured UI for all users.

The Auto Connect product for Salesforce® is composed of key modules which enable major business capabilities across the insurance value chain, providing a comprehensive set of industry standard processes within each module.

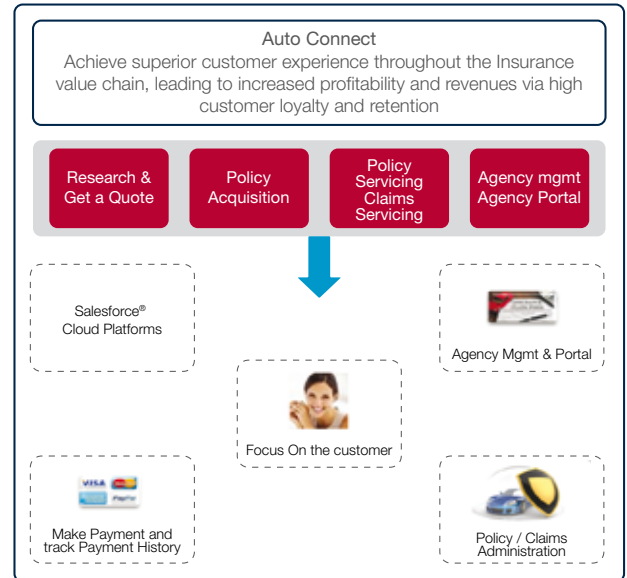
Auto Connect empowers an intimate customer experience through the Salesforce® platform, providing a rich UI, multi-device support, and unified business logic and data model, driving a consistent customer experience across all channels (Self Service, Agents, Call Centers).

Challenge:

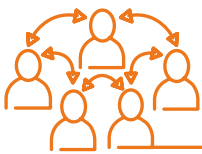


Customer Engagement Trends in Auto Insurance

Solution:

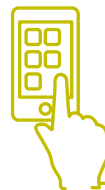


Next Generation Customer Engagement Model for Insurers



Agency Management:

Manages the lifecycle of targeting and contracting Agencies in the marketplace. It includes N-Tier Sales Plan Modeling, Survey Creation and Distribution, as well as a 360° View of Agencies and Agents. Agency Management uses Salesforce 1 to enable full Mobile capabilities.



Customer Self-Service Portal:

Based on a Customer Community, The Customer Self-Service Portal provides a modern engagement platform for the entire Policy lifecycle. A Customer can see their Insurance Card, update a Policy, and make a Payment, Submit a Claim, or Request Customer Support, and other activities, all from a simple Portal as well as through a Mobile App.



Agent Portal:

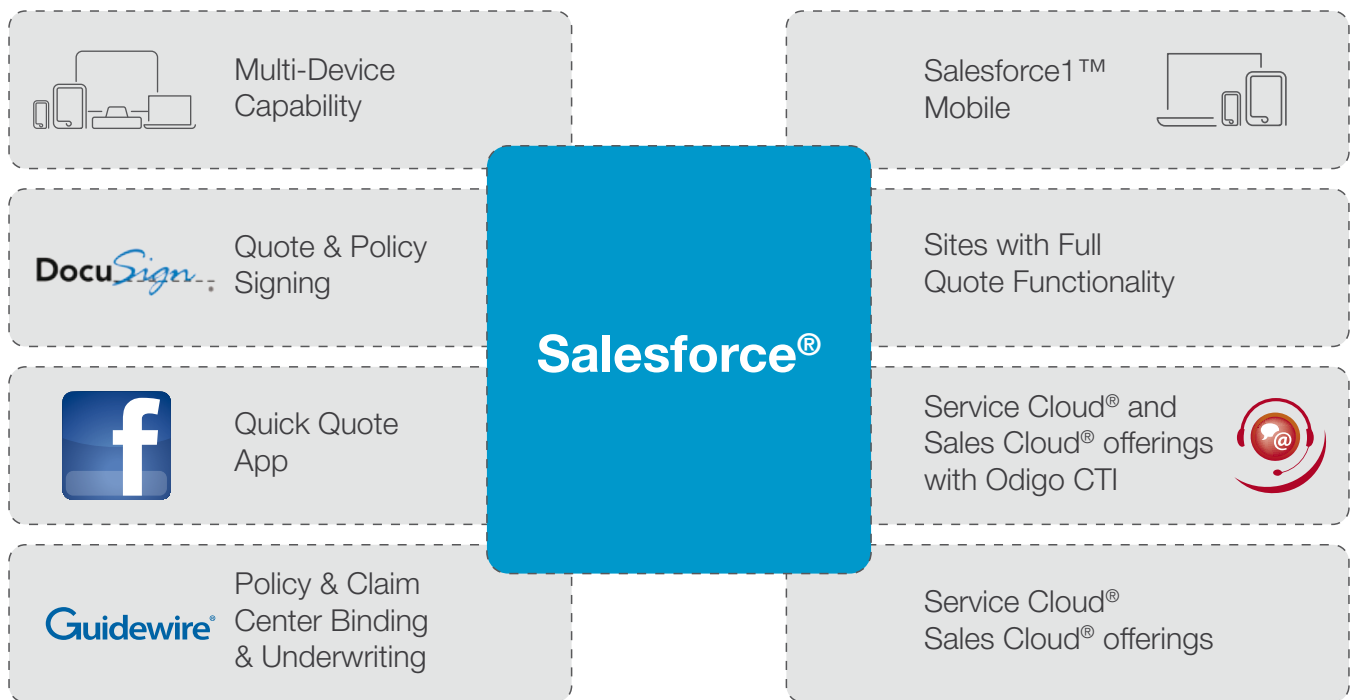
A single point of interaction for an Agent, the Agent Portal puts the most important activities at the Agent's fingertip. From Task to Quotes, Customers to Policies, Forecasting to Actuals, the Agent has a single point of engagement to manage their business. Agent Portal is based on Partner Communities and is designed as a feature-rich Mobile Web experience.



Quote-to-Card:

Managing the complex Auto Insurance Quoting process, this Module provides a simple, intuitive pathway from Lead Creation through Data Gathering and Coverage Selection, to the Binding of the Policy. This rich functionality is available for Call Center users via the Service Console, Agents via the Agent Portal, and Prospective Customers via a rich Mobile/Web experience.

Capgemini Auto Connect allows insurance companies to advance their engagement platform to the Next Gen customers. Enabling through Salesforce AppExchange®, Capgemini Auto Connect offers four modules spanning the insurance value chain.



Capgemini Auto Connect solution provides a unified customer / agent and employee interaction platform to help insurance carriers increase revenue, customer retention, agent productivity and employee efficacy.

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