Capgemini

Benefits Booklet Production Services

Transform and optimize the production of your benefits booklets

The challenge of publishing benefits booklets

With more policyholders and Millennials choosing digital channels to manage their insurance policies and claims, benefits booklets have become one of the most crucial ways in which insurance companies communicate a summary of their benefits and coverage with their customers.

However, most insurance companies face considerable challenges with on-time production of Benefits Booklets. Inefficient document processing as they pass through various stages of creation, revision, validation and compliance checking leads to increased cost and reduced quality. The production process is also continuously plagued with mounting backlogs and intense time pressure to meet market-led deadlines. And with the content in these documents strictly regulated by government regulating authorities, it isn't unusual to see a huge number of changes close to the document release date that need to be incorporated.

In a market where it is difficult to balance increasing demand from customers with the imperative to remain profitable in a competitive environment, limited workflow tracking and control slows down the process. This can result in mounting customer anxiety and dissatisfaction that is all too often voiced on social media.

> "
> *If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.*
>
> **Gartner**
> Jeff Bezos, Founder and CEO, Amazon.com

Reduce your time-to-market and enhance customer satisfaction

Your insurance company can benefit from a content solution that drastically reduces the time it takes to publish and deliver Benefits Booklets.

With the current industry standard set to 60 days, our Benefits Booklet Production Services (BBPS) solution reduces the time-to-market to less than a week—increasing the efficiency and quality of publishing and delivering your benefits booklets, while simultaneously enhancing customer satisfaction and improving your profitability.

BBPS accelerates the pace at which you can derive business success and unlock efficiency gains, while delivering guaranteed return on your investment that includes:

- 45% reduction in cost of production.
- 30% reduction in release to market.
- 50% decrease in total production time.
- 30–40% increase in productivity.
- Guaranteed upward growth in customer satisfaction rating.
- Complete visibility and tracking of the production business process.

Delivering end-to-end functionality including scale, efficiency, automation, workflow, reporting and governance, BBPS offers a solution that combines a cloud-based content management system (CCMS) and robotic process automation (RPA) to transform the way your insurance booklets are produced — enabling you to meet the demands of your customers who expect near real-time delivery of their customized documents.

Capgemini's transformation

- Transparency
- Online workflow
- Higher quality

Install workflow

- Cost savings
- Higher availability
- Universal access

Automate

- Higher quality
- Faster delivery
- Economical

Incorporate cloud
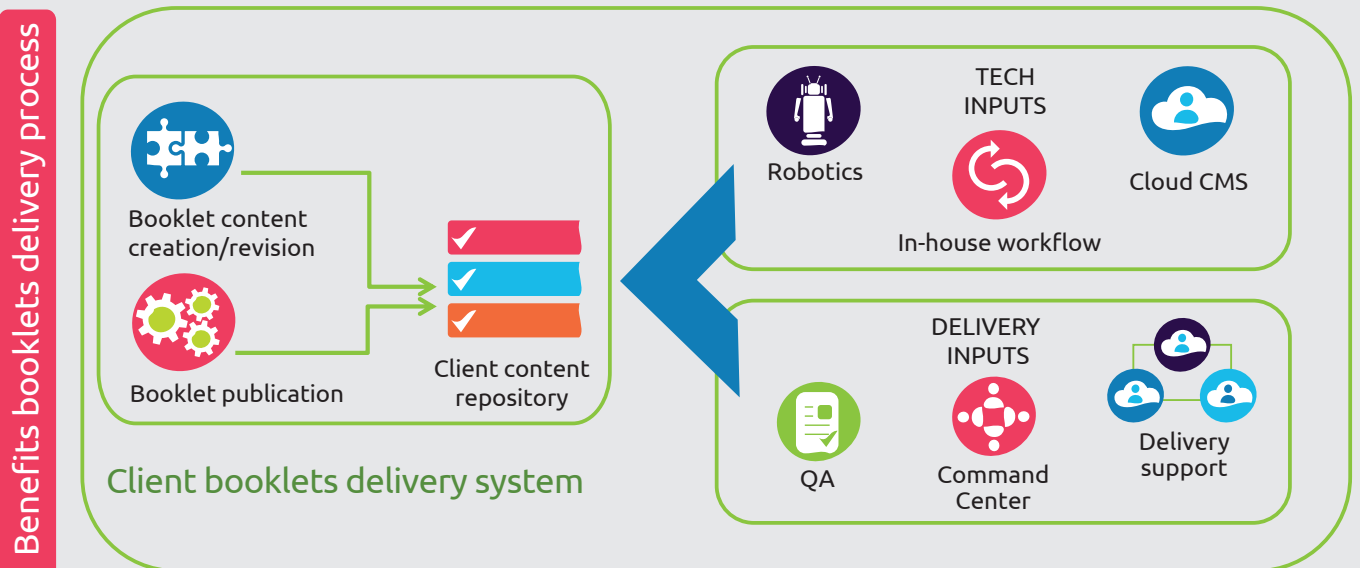
End-to-end production of all your collateral

Covering a whole range of collateral including plan summaries, insurance policies, reference booklets, insurance dockets, agreement documents, product catalogues, policy documents and statements, as well as Benefits Booklets, BBPS delivers end-to-end business transformation via:

- An unsurpassed technology expertise and skills base, combined with over 40 years of experience working with global clients from the Banking, Financial Services and Insurance sector.
- Robotic automated and industrialized processes to ensure high volume delivery under tight schedule at peak periods.

- Sophisticated workflow technology and other enabling tools for automation and reporting to ensure a robust delivery environment.
- Flexible engagement and operating models that include a pricing construct, organization structure, metrics and reporting structure.
- Customizable services using your existing tool suite, if required, to suit your company's processes.
- A three-tiered customizable, integratable delivery model providing end-to-end business process outsourcing (BPO) and third-party administration (TPA) using our Rightshore® delivery model.
- Industrialized processes that flex resources and manage seasonality driven volumes.
- The use of Digital to drive increased operating efficiencies.

BBPS is delivered onsite or via a dedicated delivery center in collaboration with your production team, who remain connected via a custom workflow tool—editing content and creating customize documentation using your own IT environment and content management system (CMS) via Citrix.

Capgemini transforms benefits booklets production

Benefits booklets delivery process

Client booklets delivery system
- Booklet content creation/revision
- Booklet publication
- Client content repository

TECH INPUTS
- Robotics
- In-house workflow
- Cloud CMS

DELIVERY INPUTS
- QA
- Command Center
- Delivery support

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Why Capgemini?

With over 1,000 highly experienced resources working with a wide range of clients across most industries, we deliver digitally compatible content from industry standard software that includes Adobe Photoshop, Apple and Google Apps, ArborText Editor, Articulate, Captivate, Documentum, EMC Xpression, Flash, Frame Maker, HP Exstream, MadCap Flare, MS Word/Office, Oracle Documaker, Paint, Presenter, Quick Silver, RoboHelp, Thunderhead and uPerform.

We have delivered over six million hours of content creation and revision during the last decade, and our delivery center in Bangalore hosts one of the largest number of content writers under one roof anywhere in the world. In addition, our 2,500 cloud and conventional CMS experts manage the content management systems for over 10 insurance companies across the globe.

Content management, if not handled correctly, can have a significant negative financial impact on a company. Automation or outsourcing or a combination of the two allows company employees to focus on core, revenue-generating activities, resulting in more productivity for the company.

Indivar Khosla
EVP, Global Head, FS Business Services

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

Visit us at

www.capgemini.com

People matter, results count.

Scan here to know more about Capgemini's Benefits Booklet Production Services offering.

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