

Insurance Digital Front Door

Insurers are facing mounting pressure from increased competition, slow premium growth and rising costs. Add to this, escalating frustrations from digital-first consumers that they can't interact with insurers online in the same way they use other digital services. While many insurers have made investments to provide personalized experiences across digital channels, getting there isn't always as straightforward. With dispersed, siloed data and manual, paper-based processes, it's difficult for insurers to understand their customers as individuals across multiple touchpoints.

Without a digital engagement platform connecting and unifying the experience across the ecosystem – customers, employees and agents are often frustrated with the fragmented experience. It's one thing to provide digital experiences but creating meaningful engagement and improving the experience is truly what's needed in the industry.

INTRODUCING DIGITAL FRONT DOOR

EPAM Continuum's Insurance Digital Front Door (DFD) is a unified omnichannel customer digital engagement solution that simplifies the challenge of navigating disjointed, complex insurance systems for customers, agents and employees. It improves the customer experience and provides employee and agent enablement strategies as part of an interconnected experience ecosystem.

Our insurance DFD provides:

- A well-executed future blueprint and roadmap for making touchpoints easy for the customer and agents/service associates to manage
- A next-gen digital hybrid experience (phone center, physical face-to-face, hybrid office interactions & digital) and engagement framework with capability pillars
- An approach for maximizing existing technology investments and minimizing integration efforts
- A unified modular solution that we can co-create and overlay on your current system of record, database and other insurance systems
- Transformation accelerators that include best practices, industry research, maturity assessments, reference architecture and solution accelerators to support your transformation efforts

HOW INSURERS BENEFIT

As insurers build out their digital capabilities, they need a partner with a deep understanding of what to expect and how to manage the challenges that arise to avoid costly mistakes. EPAM is in a unique position to support you, as we are not only a globally renowned integrated consulting firm, but we have the deep engineering expertise required to bring the solutions we envision to life.

With our expertise, your insurance business can:

<p>Accelerate time to market with minimal re-investment as your existing technology ecosystem will be leveraged and seamlessly integrated</p>	<p>Provide the right offer and interaction at the right time in the customer journey by thoughtfully leveraging front-end insights generated through customer data</p>
<p>Expand modular capabilities that are built on the fundamental principle of organizational agility</p>	<p>Create a frictionless customer experiences powered by intuitive design and a modern, scalable experience foundation with back-end integrations</p>
<p>Increase the speed of response and transparency among customers and agents to build trust and improve productivity</p>	<p>Elevate the employee experience to make a positive impact on business performance, customer satisfaction and employee motivation</p>

Interested in learning more?

At EPAM, we meet you where you are in your digital insurance journey. Learn more about how we can help you design a future-proof digital experience ecosystem.

Contact us today at
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EPAM CONTINUUM

