

CASE STUDY

FIELD OPERATIONS WANTED THEIR SAY, ORGANIZATION WANTED CONSISTENCY, QUADIANT INSPIRE FLEX GIVES THEM BOTH



Challenge

Two non-profit health insurance organizations that serve more than 5.5 million people combined had lines of business managing their own external communications, resulting in rampant discrepancies.

Solution

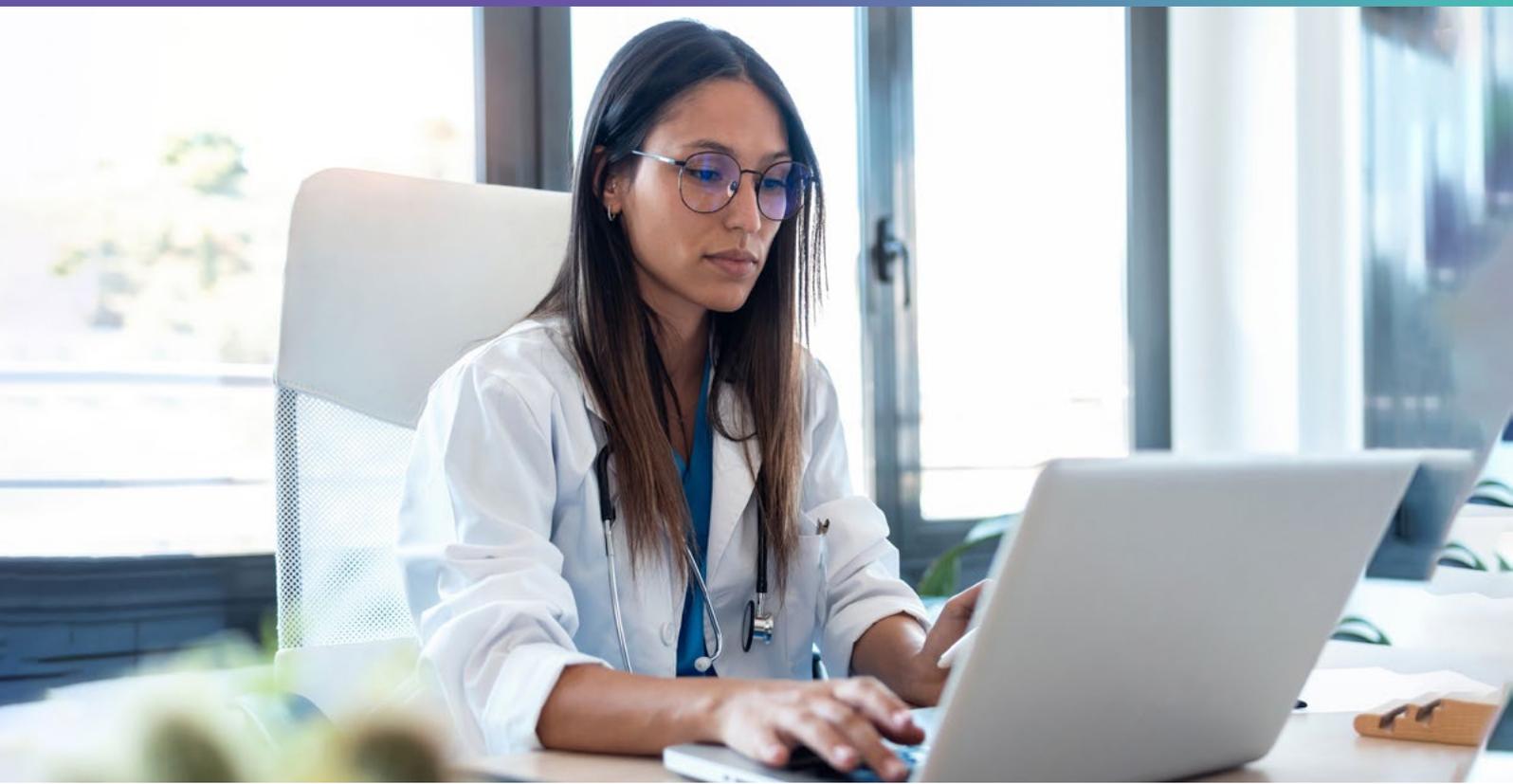
After successful training, components of Quadiant® Inspire Flex, including Designer, Content Manager, Automation, Interactive, and Approval, were implemented.

Results

Field operations users now own their correspondence, using pre-approved, pre-populated templates that preserve corporate branding, messaging, and the ability to meet regulatory requirements.

Two non-profit health insurance companies under the same umbrella were part of a national network that reached more than 100 million people. One serves more than 3.5 million people and employs more than 5,400 people at half a dozen locations statewide. The other serves over 2 million across two states. Both insurers approached Quadiant separately, with similar problems.

As is typical with large organizations, individual field operations within each company had become accustomed to managing their own customer communications, with help from a dedicated Forms team. While the field operated as if they were unique entities, the messaging, branding, and even some regulations, were also unique, to the dismay of the umbrella organization. It was obvious that the health insurers needed a cohesive, enterprise-wide Customer Communication Management (CCM) platform in order to provide effective customer and prospect communications. Quadiant Inspire Flex was determined to be that solution.



Begin at the beginning

The customers were eager to start off on the right foot, so Quadient designed a quick-start program to provide them with a complete understanding of the components of Quadient Inspire, which included Designer, Content Manager, Automation, Interactive, and Approval. With successful training under their belts, the insurers had the confidence to embark on enterprise-wide CCM changes.

Field operations talk their talk

One of the concerns was that the field wanted to maintain control over the content specific to their communications. With Inspire Flex, field operations can

own their correspondence, using templates provided by the Forms team. However, they no longer needed to wait for implementation help or approval because the templates would be pre-approved and populated with the required messaging, branding, and regulatory language.

Communicating with style

One insurer took the opportunity of deploying Quadient Inspire to do a full letter rationalization of more than 3000+ documents and implemented a style guide for consistency. Both health insurers now deliver cohesive communications—and management directs their energies towards other pressing concerns.

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Because connections matter.

About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters.

For more information about Quadient, visit www.quadient.com

