



EMC Insurance Selects Quadiant to Deliver an Omnichannel Customer Experience with More Consistent, Compliant Communications

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Paris – Quadiant, a leader in business solutions for meaningful customer connections through digital and physical channels, announced today that EMC Insurance Companies (EMC), one of the top 60 property/casualty insurance organizations in the U.S., has chosen Quadiant’s single scalable platform to improve the aesthetics, continuity, compliance and speed to market of the multitude of customer communications it sends to policyholders and independent insurance agents.

With more than 100 years of successfully serving consumers and agents, the company was looking for ways to improve the consistency of customer communications. Departmental silos, legacy systems and changing market regulations were preventing EMC from delivering the level of customer experience they desired. EMC was also manually generating many claims documents using macros and a word processing program, creating a compliance challenge due to the slow time to market of the document creation process.

EMC chose the [Quadiant Inspire](#) platform to help the company automate the creation of more consistent, personalized, compliant and accurate communications for multiple channels from one intuitive interface. Implementing Quadiant Inspire eliminated the need for multiple siloed teams, met the goal for faster time to market, and ensured a more seamless customer experience. Starting with claims documents, the company created a special team to use Quadiant Inspire to achieve its goal to standardize document templates and guidelines and deliver consistent and reliable regulatory compliance.

Along with taking advantage of Quadiant’s design capabilities to provide standardization for consistent communications across the company, EMC is also using Omnichannel Coordination, a component of Quadiant Inspire, that makes it possible to take control over which communications are distributed through which channel, and when, and track the communications touchpoint by touchpoint regardless of channel. This functionality will help EMC provide users with choices about how they prefer to receive communications.

“Selecting Quadiant has been a perfect choice for us because the platform handled all of our challenges. Inspire is clearly an enterprise solution for creating consistent company documents,” said Scott Herren, content services supervisor, EMC. “We also liked that Quadiant was forward thinking with excellent R&D, and that Omnichannel Coordination could help EMC improve the customer experience by giving our customers the ability to get their documents in a manner that they so choose.”

“The competitive differentiation Quadiant provides enterprises across the globe is the ability to deliver great experiences through exceptional, meaningful and personalized omnichannel communications,” said Chris Hartigan, chief solution officer, customer experience management, Quadiant. “Quadiant’s comprehensive portfolio of technologies is designed to help organizations seamlessly reach customers on their terms, fostering loyalty and a positive customer experience.”

Additionally, EMC is currently implementing Guidewire InsurancePlatform™, which will be delivered as a Software-as-a-Service (SaaS) solution via Guidewire Cloud™, to help EMC transform into a digital company that can easily adjust to industry disruption and evolving customer expectations. As a [Guidewire PartnerConnect™](#) Solution partner, Quadiant is providing complementary technology that helps EMC get additional business value from Guidewire InsurancePlatform. Quadiant’s *Ready for Guidewire* validated integration [accelerators](#) for the Quadiant Inspire platform, available on the [Guidewire Marketplace](#), make it possible for P&C insurers to respond more nimbly to changes in customer expectations and market conditions with accurate and personalized communications delivered through the preferred channels of customers, agents and brokers.

About EMC Insurance Companies

EMC Insurance Companies is among the top 60 property/casualty insurance organizations in the country based on net written premium, with more than 2,400 employees. Employers Mutual Casualty Company (EMCC) was organized in 1911 to write workers' compensation protection in Iowa. Today, operating under the trade name EMC Insurance Companies, the company provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. EMCC is licensed in all 50 states and the District of Columbia. For more information, visit emcins.com.

About Quadient

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-Related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadient, visit quadient.com/connections.

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