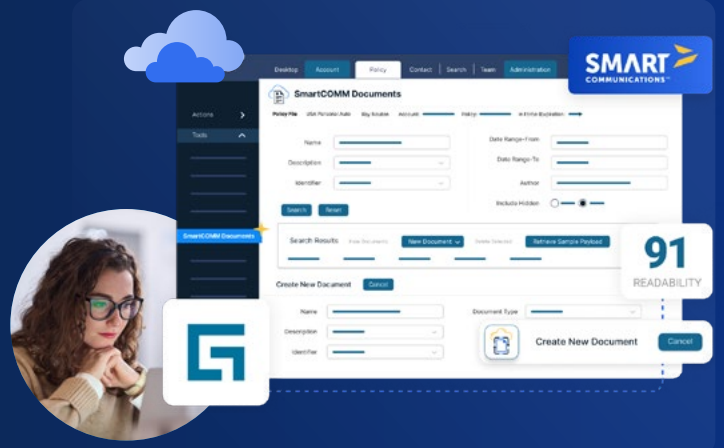


SmartCOMM for Guidewire

Powering the Future of Insurance Communications



As an insurer, your customers are your central focus...so why not make your communications to them central to your business operations? Many insurers use legacy customer communications systems that are difficult to integrate, or disparate tools that almost seem like an afterthought. When customer data isn't easily accessible during the communications drafting process, insurers struggle to strike up conversations with their customers that are consistently accurate, personalized and relevant. And when there's so much to say much to say, every message matters.

Seamlessly-Integrated Customer Communications, Deployed Quickly

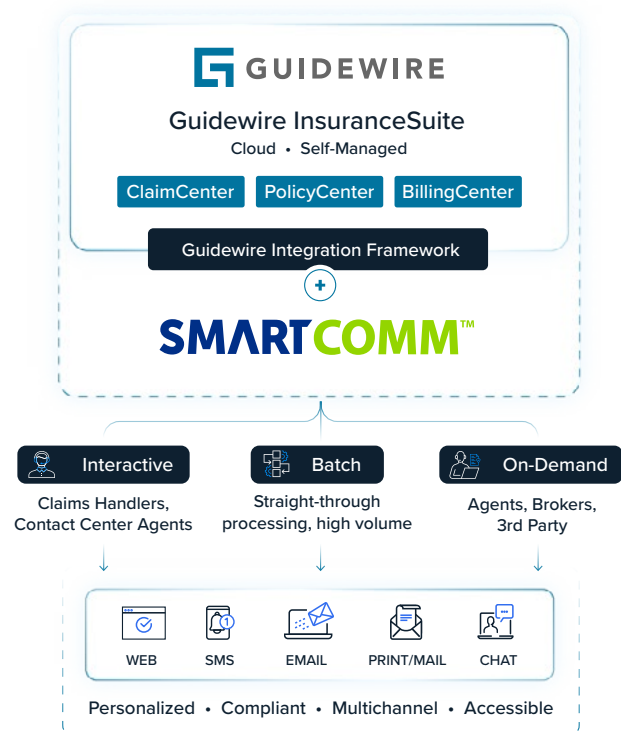
What happens when insurers integrate the most advanced enterprise customer communications solution with a best-in-class insurance operations suite? The result is a streamlined insurance business operation that accurately and efficiently communicates with individual policyholders via digital and print channels.

- **Guidewire InsuranceSuite** is the industry standard platform for P&C insurers. Guidewire solutions encompass underwriting, policy administration, billing, claims management, AI and analytics for Cloud and self-managed deployments; allowing insurers to engage, innovate and grow efficiently.
- **SmartCOMM for Guidewire**, a cloud-native CCM solution, gives business users ultimate control over the creation, management and delivery of personalized customer communications delivered to the channels that policyholders want to use.

Guidewire is a global reseller partner of SmartCOMM, and our solutions are integrated within more than 120 insurer's environments around the globe. SmartCOMM publishes

Ready for Guidewire and Built by Guidewire Accelerators, supporting both Cloud and Self-Managed InsuranceSuite customers, delivering an implementation-ready solution that greatly reduces time-to-deploy.

Here's How it Works:





The Power of SmartCOMM for Guidewire

With SmartCOMM and InsuranceSuite, you streamline your processes and enable your insurance professionals to work more efficiently while handling policyholder requests. Better processes lead to:

Flexible Interactive Communications:

Your insurance professionals use SmartCOMM directly from within their Guidewire InsuranceSuite environments to create targeted and personalized communications for customers, using free text or pre-approved text, branding and content.

Efficient On-Demand Communications:

Through a simple click of the template icon within Guidewire ClaimCenter, your insurance professionals can quickly and efficiently produce relevant, standardized communications, ensuring that policyholders are kept informed in real-time with on-brand, accurate communications.

Accurate Policy Renewal Quotes:

When new policy quotes, additions or changes are made, or when policy renewal quotes are to be issued from Guidewire PolicyCenter, the appropriate personalized communication and documentation is generated using SmartCOMM, quickly and simply.

Business-Controlled Template Design:

Drastically reduce the time and effort required to create new templates using SmartCOMM's browser-based template authoring, which offers a user-friendly interface and easy access to shared content, style sets, layouts and shared data. Because each template is multi-channel, multi-brand, multi-jurisdictional and multi-language, insurers can eliminate hundreds of old templates and reduce maintenance costs.

Integrated Control Over Communications:

Draft documents with personalized and targeted messages are seamlessly integrated with Guidewire Approval Workflow so senior managers can review and approve all documents before delivery.

Why SmartCOMM for Guidewire?



Trusted

120+ joint global customers trust the combined partnership of Guidewire and Smart Communications.



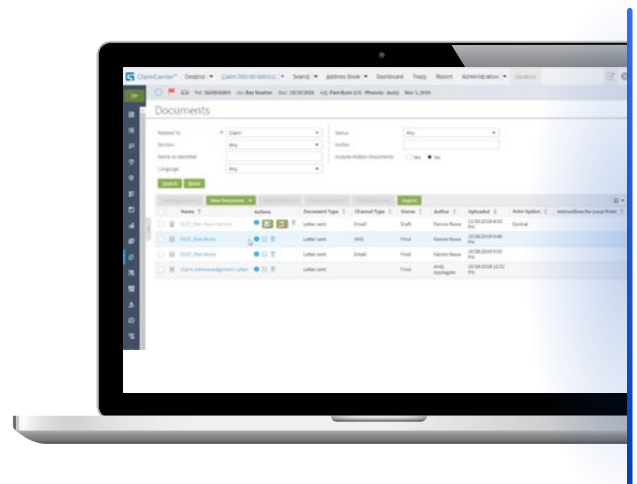
Verified

A rich suite of pre-built & validated Ready for Guidewire Accelerators available for download from the Guidewire marketplace.

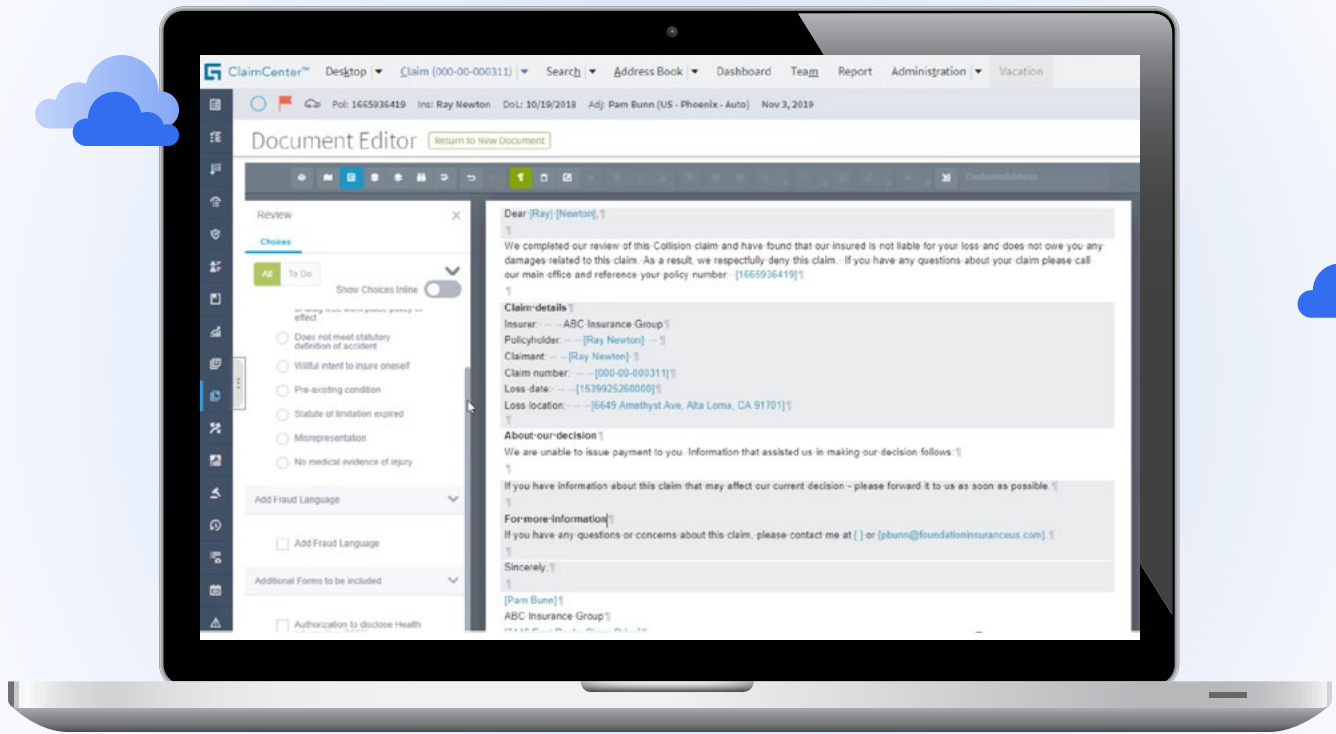


Consistent

A stable, trusted, and committed Guidewire PartnerConnect Solution Premier partner Since 2009.



SmartCOMM Omnichannel Communications
Attached to Guidewire ClaimCenter Record



Editing SmartCOMM Draft Documents Within Guidewire ClaimCenter 

Guidewire + Smart Communications:

Quickly implement SmartCOMM by taking advantage of pre-built Ready for Guidewire and Built by Guidewire validated accelerators for PolicyCenter, BillingCenter, and ClaimCenter – made available for download from the Guidewire Marketplace.



Smart Communications is a Recognized Industry Leader



Smart Communications™ is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering insurance companies to succeed in today's digital-focused, customer driven world while also simplifying processes and operating more efficiently. Smart Communications is headquartered in the UK and serves more than 700 customers from offices located across North America, Europe, and Asia Pacific.

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