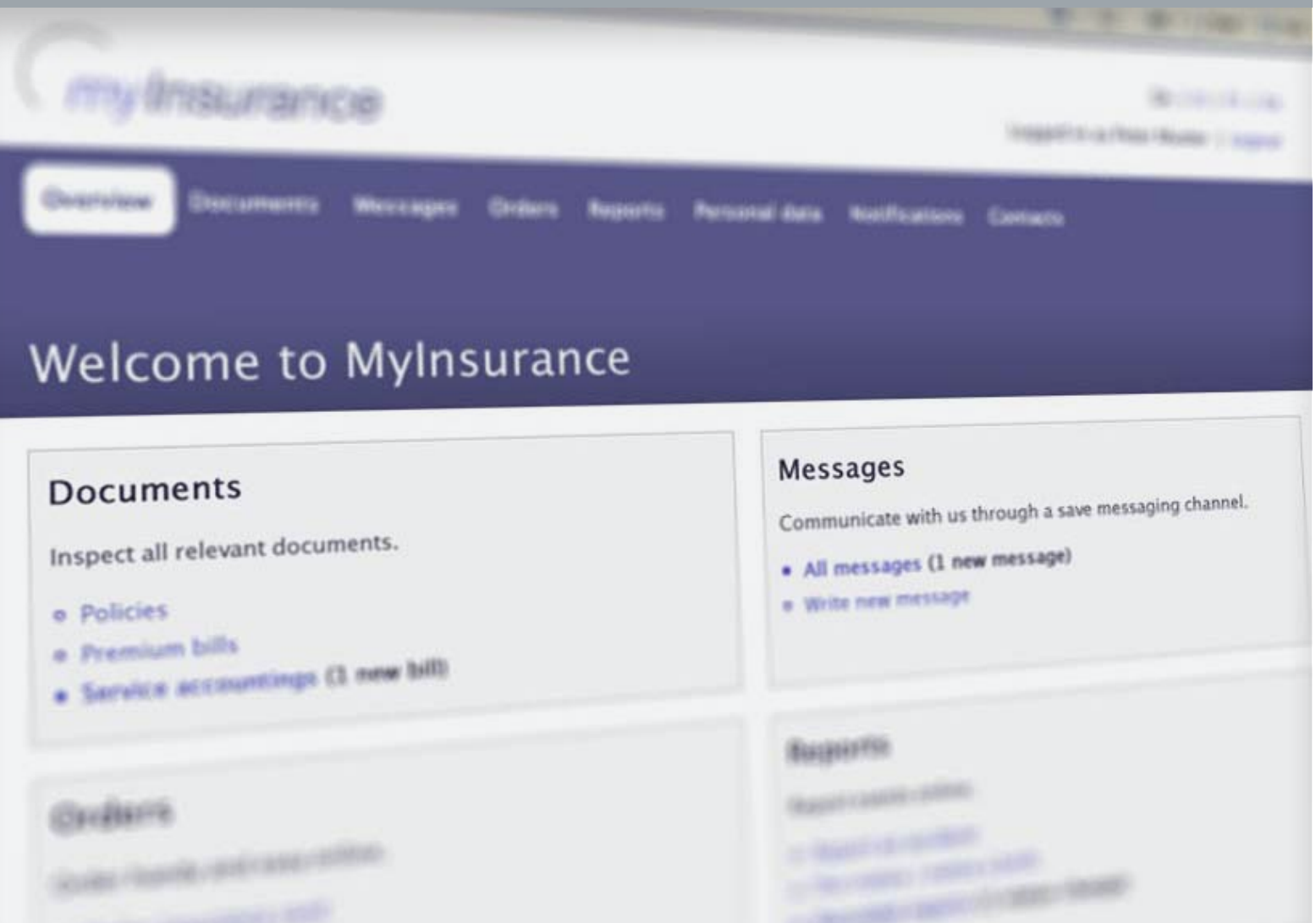
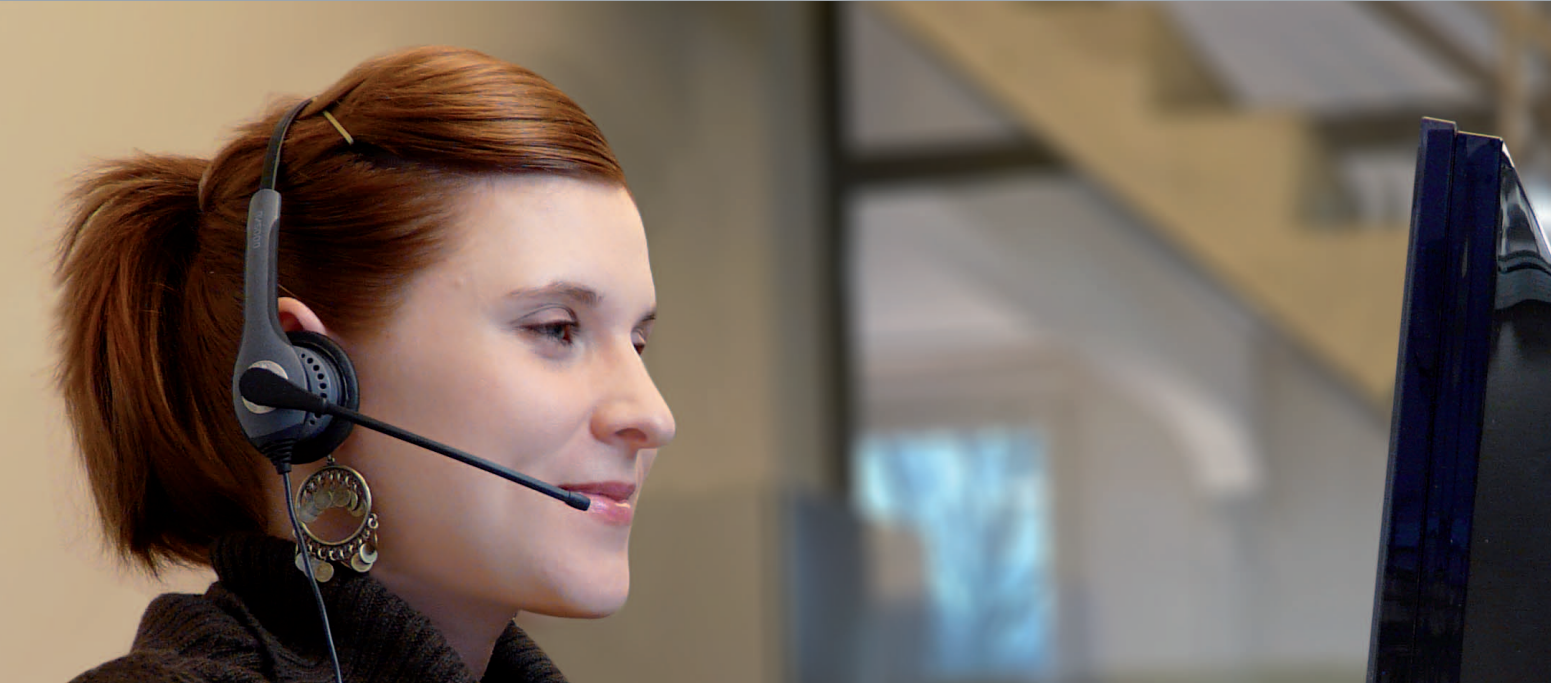


# MyInsurance

Closer to your Customer  
in every Way



# The Challenge



## Meet new Customer Expectations and cut Costs

Policy holders' demands are increasing. They expect transparent service solutions from their insurers, if possible 24/7. Used to the convenience of online banking, they also expect comprehensive services from their insurer.

At the same time, as an insurer, you wish to optimise your internal customer support processes and cut costs.

### **Piece Work in Call Centres**

- What services are covered by my current policy?
- How high was the cost sharing of my insurance in the last claim?
- How high is my excess balance?
- Should I adjust my policies to my changed situation?
- What must I do if I move or have children?

Such and similar questions are today the most frequent reasons for contacting call centres or result in the manual processing of the online form received.

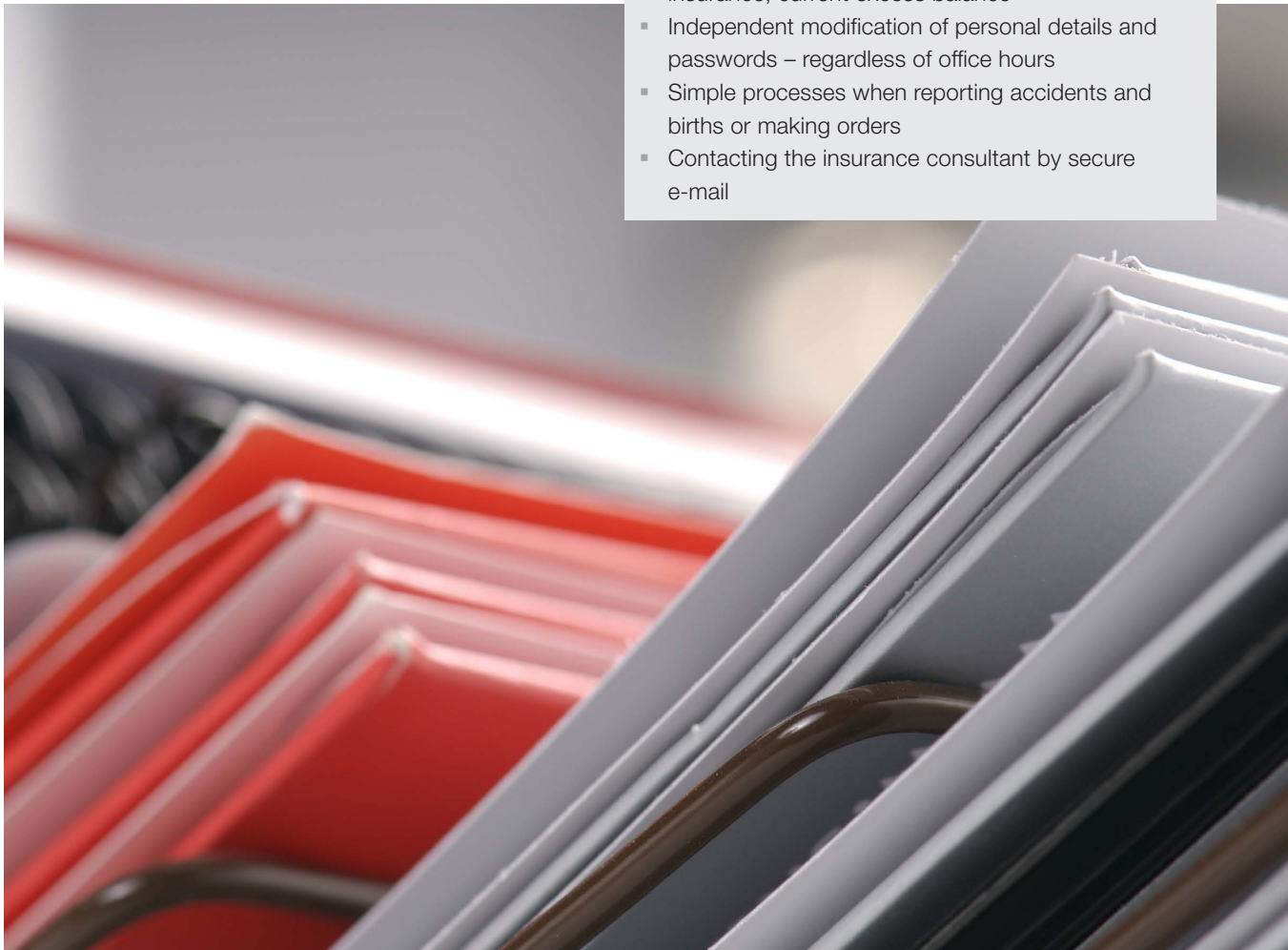
This means that your employees are mainly processing standard cases. It would make more sense if they could spend more time on the cases that require more detailed consultation and thereby generate real value added.

### **Expensive Paper Documents**

Customers still receive insurance policies, premium invoices and advertising mostly by mail. But for a medium-sized insurer printing and postage can easily cost millions. At the same time, policy holders nowadays expect up-to-date documents and relevant information at all times and at the click of a button.

### **Policy Holders' Demands**

- Total overview at all times: policies, premium, doctor and hospital invoices, cost sharing through the insurance, current excess balance
- Independent modification of personal details and passwords – regardless of office hours
- Simple processes when reporting accidents and births or making orders
- Contacting the insurance consultant by secure e-mail



# The Solution



## MyInsurance Managing Insurances as easily as using Online Banking

- MyInsurance ensures that your customers can access information on insurance cover, cost sharing, premium invoices, franchise and excess balances any time at the click of a button
- With MyInsurance your customers can process simple business cases themselves
- MyInsurance allows secure e-mail communication with your customers via an integrated online mailbox
- Thanks to MyInsurance, you can provide your customers with electronic invoices, product information and other documents 24/7 and in a tailor-made fashion

### Information available everywhere and any time

Policy holders can access their policy's relevant data any time at the click of a button. All documents remain available in the electronic archive.

### Processing simple Business Cases online

Your customers can process simple business cases themselves at any time of the day or night: for instance, they can change their personal details such as place of residence, bank details and contact information, request a quote from you, report an event such as an accident or a birth or order a replacement for a lost insurance card. Connecting MyInsurance to an existing customer relationship management system guarantees a high level of automation when processing such simple business cases.

### Secure, targeted and tailor-made Communication

A personal e-mailbox supports communication between you and your customers. Your policy holders can always contact their personal consultant easily. Such a system makes it easier for you as an insurance company to inform your customers of suitable, supplemental services and products in a targeted way and thereby offer them good advice.

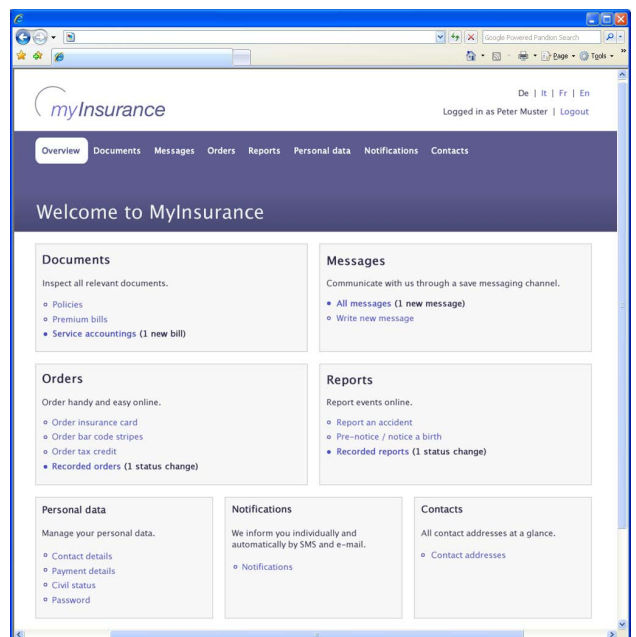
The communication technology is based on secure and tried-and-tested methods, which have been used successfully for some time in online banking for instance.

### Identify and meet Customer Requirements

Valuable statistics on user figures and surfing behaviour on MyInsurance allow you to meet your customers' needs even more specifically.

### Your Benefits with MyInsurance

- The self-service portal for your customers cuts your call centre costs
- Your policy holders are more satisfied, because they can access their details and information on their policy any time and from anywhere
- Your employees are relieved by the automation for standard cases
- Your experts can focus on concerns of your policy holders that require a more detailed consultation
- Expenses for mailing and paper drop to the actually required minimum; this protects the environment
- You fully tap customer potential thanks to better availability by e-mail and SMS and enable individualised marketing communication (cross-selling)
- The systematic evaluation of the portal and user statistics helps you to optimise your range for your customers



# The Integration



## Website

- MyInsurance can be easily adjusted to your corporate design and integrated into your website
- MyInsurance links to existing web content, such as product information, premium calculator, promotions, etc.

## Customer Relationship Management System (CRM)

- MyInsurance automates most of your business processes and ensures that they are observed
- MyInsurance ensures loss-free data transfer between you and your customers
- MyInsurance allows the targeted, paper-free dispatch of product information to your customers

### Additional Service in a familiar Environment

MyInsurance adapts to your existing means of communication and their design. This makes your customers immediately feel at home in the familiar visual environment of your corporate identity.

### System Integration creates Automation

Embedded in your existing CRM system, MyInsurance performs numerous processes fully automatically. The service-oriented architecture (SOA) guarantees a simple integration in your system landscape.

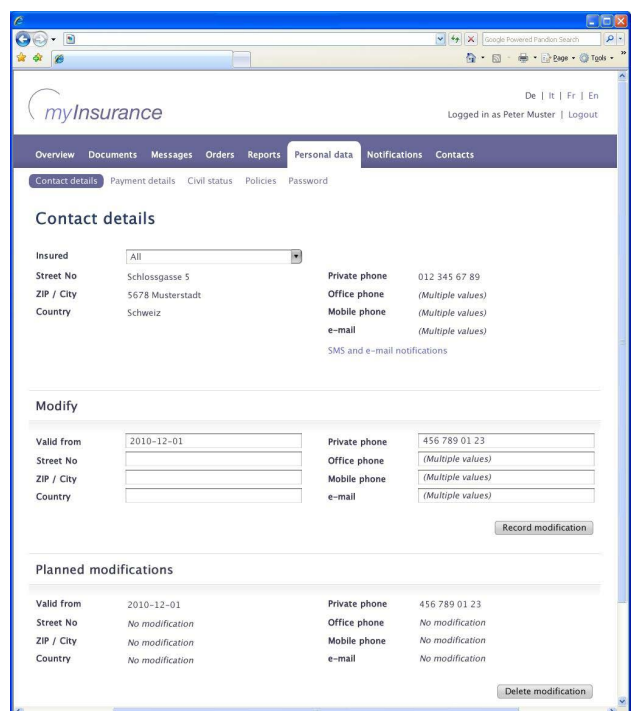
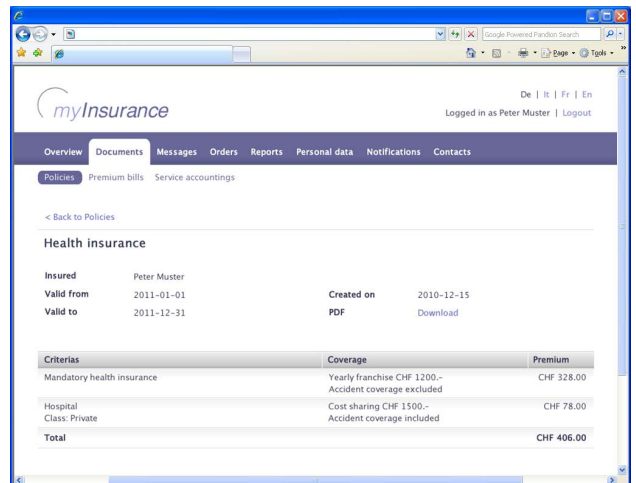
### Service à la carte from Netcetera

Get the most out of your MyInsurance, while focusing entirely on your core business. Netcetera offers you comprehensive solutions on a project basis that further maximise the benefit of your MyInsurance solution:

- Integration in your website
- Adjustment to your brand identity, also for several products or companies (multi-branding)
- Integration in your CRM system for the full automation of your business processes
- Create tried-and-tested and secure authorisation systems or connect existing ones
- Integration of a module for electronic invoicing (EBPP)
- Applications for mobile devices (smartphones, tablet computers, iPads, etc.)
- Integration of co-browsing, which allows you to advise and serve your customers in an even better way
- Expand the functions of MyInsurance to your desire
- Hosting and operation of your MyInsurance solution

### Your Benefits with Netcetera

- Everything from one source: product, website and CRM integration, hosting, operation, consulting and support
- Long-standing experience in the security-sensitive finance and insurance sector: secure e-mail traffic, user authorisation and secure data management
- Excellent knowledge of the insurance sector and its requirements



netcetera

Quality  
Software  
Engineering

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