

GMC Software helps insurance group change locally and globally



**Challenge**

The global team was looking to select a preferred partner for Customer Communications Management and the Spanish subsidiary of the company was looking for a new solution to replace the DOC 1 platform.

**Results**

35% increase in response rates, 70% faster time to market, 50% increase in operational efficiency, alignment to global I.T. strategy and ROI in 12 months.

**Solution**

GMC Inspire software implemented.

**Method**

GMC Inspire improves customer experience, enables growth through digital channels, increases agility to meet new demands and improves efficiency in managing multiple channels.

Due to client confidentiality, we cannot disclose the name of this client and will therefore refer to the client as 'the Global Insurance Group' throughout this document.

Established for over 100 years this global insurance group has customers in more than 150 countries, and is in the Top 10 of insurance groups in the world. Their core business includes General and Life Insurance.

**The challenge**

The global insurance group was looking for a single solution to two problems - the global team wanted to select a preferred partner for Customer Communications Management while the Spanish subsidiary of the company was looking for a new solution to replace the DOC 1 platform.

**The solution**

GMC Inspire software – Enterprise customer communications management solution for batch, interactive, on-demand and multi-channel communications.

GMC Inspire was used to optimise every customer touchpoint and improve the customer experience.

“ GMC’s new solutions, roadmap and approach to the future of CCM was a key decider for us. We’re excited with the possibilities open to us with GMC Inspire ”

CIO, Insurance Group

**Delivery and results**

GMC Inspire met cross functional needs, easily integrated from DOC 1, with local PS coverage. It allows for future scope with Dynamic Communication and mobile apps. Multiple happy customers shared their GMC success stories.

- Omnichannel communications designed for customer self-service, with integrated calls-to-action across mobile, email and web allows for growth across digital channels.
- Agility to meet new demands was increased and marketing, agents and business users were empowered to make template changes quickly and easily without I.T.
- Increased efficiency in managing multiple channels, creating a single solution for managing email, SMS, print, web and automating key communication processes.

