Duck Creek
Technologies

Smart Communications
SMARTCOMM™

SmartCOMM™ for Duck Creek
Smarter Insurance Conversations

The Insurer Challenge

The world has seen a seismic shift forcing many to rely solely on digital means to meet even their most basic needs, resulting in a new normal where anything customers want is now only a few taps or clicks away. This puts digitally deficient P&C insurers in a bind, as customers increasingly expect everything to be easy, transparent, and fast.

Supporting a Digital-First Customer Experience Strategy

Smart Communications' software solutions help global insurers implement a digital-first strategy to optimize the customer's end-to-end journey and provide SMARTER ways of engagement.

The Duck Creek Suite includes low-code, best-in-class P&C SaaS solutions built for faster innovation. Available together or standalone, Duck Creek Policy, Billing, Rating, Claims, Insights, Digital Engagement, Distribution Management, and Reinsurance Management are mission-critical applications that enable carriers to run their businesses and meet the ever-changing needs of the insurance industry.

SmartCOMM™ helps insurance companies create, manage, and deliver personalized, interactive communications via policyholders' preferred channels — and does so at tremendous scale. Designed for the business user, SmartCOMM for Duck Creek supports a digital-first customer experience strategy helping to simplify and standardize processes in a pure cloud offering – enabling Insurers to take advantage of agility, quick innovation, and elastic scalability.

The Smart Communications Solution:

Top analyst-ranked SmartCOMM™, for document generation and customer communications

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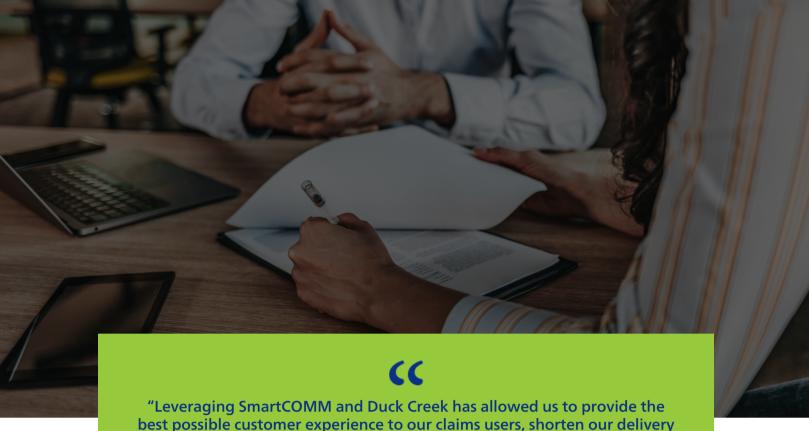**Duck Creek Applications Supported:**

- Policy
- Claims
- Billing

Lines of Business Supported:

- Personal Auto
- Homeowners
- Commercial
- Liability
- Travel
- Workers Compensation
- Other

Use Cases Supported:

- Claims Correspondence
- Quotes / Proposals
- Policy Assembly
- Billing
- Agent Communications
- Customer Service
- Interactive Self-Service

> **"Leveraging SmartCOMM and Duck Creek has allowed us to provide the best possible customer experience to our claims users, shorten our delivery lead time, as well as simplify internal processes for our employees."**
>
> - Mohammad Aamir, West Bend Mutual Insurance

Key Benefits

Transform Communications into Conversations

Turn static, one-way communications into engaging, two-way customer conversations, significantly enhancing the customer experience.

Personalized, On-brand Customer Communications

Increase customer satisfaction with communications that are highly personalized, on-brand and contextually relevant, delivered to the channels preferred by your customers.

Business User Control

Give your communications designers the tools to improve agility, responsiveness, and time-to-market for new products and services.

Key Capabilities

Flexible Interactive Communications

Your underwriters and claims handlers use SmartCOMM directly from within their Duck Creek environment to create targeted and personalized communications for customers, using free text or pre-approved text, branding and content.

Efficient On-Demand Communications

Directly from the comfort of the Duck Creek interface, underwriters and claims handlers increase their productivity by being able to quickly and effectively produce consistent, standardized communications in real-time with on-brand, accurate communications for their policyholders.

Accurate Policy Generation

Provides for a single template design for Policy Generation in the creation of policy quotes, policy contracts, renewals, and all associated policy documents. When a transaction is received from Duck Creek Policy, the personalized communication is generated using SmartCOMM quickly and efficiently.

Business-Controlled Template Design

Within a user-friendly interface, leverage SmartCOMM's browser-based template authoring, for easy access to shared content, style sets, layouts, and shared data. Duck Creek customers typically eliminate hundreds of old templates because in SmartCOMM's one template approach, each is built with a multi-channel, multi-brand, multi-jurisdictional and multi-language design, greatly simplifying template maintenance.

Integrated Control Over Communications

Create personalized and targeted messages during policy, billing, and claims processing. Obtain any necessary approvals with a seamlessly integrated draft approval workflow directly within Duck Creek so senior managers can review and approve all documents before delivery to ensure high fidelity and consistent communication.

Additional Capabilities

Content Intelligence
Leverage leading technology to understand the readability, sentiment, and tone of your communications, and improve it for better policyholder outcomes.

Documents driven by data and content
Automatically drive content and form selection to simplify complex design across output channels.

Interactive Interview Process
Gather data rapidly through an intuitive interview flow and use the data to build communications for further editing.

Rapid Request and Send
Create highly personalized messages with just one click.

Multiple Format Options
Output to support the channels of today including print, pdf, and digital channels such as email, HTML, SMS, XML, and social. Future proof technology to ready you for the channels of tomorrow.

Seamless Data Access
Rapid integration with your existing sales and service data using standards-based interfaces.

Flexible Deployment
Options including full-cloud or hybrid-cloud for a lower Total Cost of Ownership and speed and agility to respond to market changes.

Secure Collaboration
Controlled role-based access and unbreakable audit trails to achieve higher levels of compliance while reducing risk.

Responsive Design
Test and troubleshoot digital communications on mobile devices and tablets to ensure error-free communications every time.

Smart Communications is a Recognized Industry Leader

CELENT   **Gartner.**   **≣IDC**   ASPIRE LEADERBOARD 2021 CCM LEADER   **NOVARICA**   **FORRESTER®**

SMART COMMUNICATIONS™ | **Duck Creek** Technologies

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 650 customers from offices located across North America, Europe, and Asia Pacific.