GhostDraft

The ROI of GhostDraft
Create experiences that connect.

There are only three ways for insurers to create value - sell more, manage risk better, or cost less to operate. And technology is the foundation for all three. With rising market demands, top US insurers leverage customer communications management software to achieve goals for all three value levers.

Sell More

- **Improve customer acquisition -** Easily create customized proposals, quotes, contracts and other communications to provide an exceptional experience from the very beginning.
- **Boost customer loyalty and retention -** Deliver personalized, interactive communications at scale, creating a superior customer experience and driving brand loyalty and customer retention.
- **Expand customer relations -** Engaging customers through a better experience means they're more likely to spend more money, try new products and become brand advocates.
- **Understand and improve your customer experience -** Leverage a detailed communications journey map to gain complete visibility and insight into your customers' experience with help from experts on how to improve your communications and make your processes more efficient.

Improve Risk

- **Always meet regulatory compliance -** Automate manual, error-prone processes to create compliant communications with automated versioning and history archiving for a complete audit trail.
- **Ensure brand and communication consistency -** Leverage content libraries, reusable content, and document comparison to generate user-friendly communications with greater consistency.
- **Collaborate with legal and compliance -** Empower legal and compliance teams to collaborate with document authors throughout the entire process with an easy-to-use, web-based review portal.

Cut Operational Costs

- **Streamline the process -** Gain one tool for the entire communications process designed for the entire company to create process efficiencies.
- **Cut production time -** Use efficient communications processes to reduce production time and get to market faster.
- **Reduce reliance on expensive IT resources -** Empower non-technical users to create, modify and test communications, allowing expensive IT resources to focus on other high value projects.
- **Reduce printing and postage expenses -** Using a single template, create customized workflows to automate omnichannel delivery to each customers' preferred channel and device.
- **Reduce calls to call center -** Give business users authoring control to create and deliver clear, interactive communications to reduce the number of confused customers contacting the call center for help.
- **Automate manual processes -** Save time and resources by automating testing, delivery and other various manual, error-prone processes.
- **Reduce templates and simplify content management -** Reduce the number of templates using data-driven logic and preconfigured workflows, making maintenance easier and faster.