insurance
right

insurance right

Complete insurance customer interaction to launch new brands or new insurers faster, more stable and better.

Insuranceright is a productized frontend solution, fully integrated with Sitecore, that accelerates the setup of a full digital insurer. All basic and required functionalities are covered by this comprehensive offering: from product funnels to myzone and self-service capabilities, including claims handling and of course powered by the Sitecore digital marketing and experience capabilities. Insuranceright specifically targets P&C, health and pension insurers that want to revamp their existing digital engagement channels and insurers that want to setup a new digital brand from scratch within a short period of time.
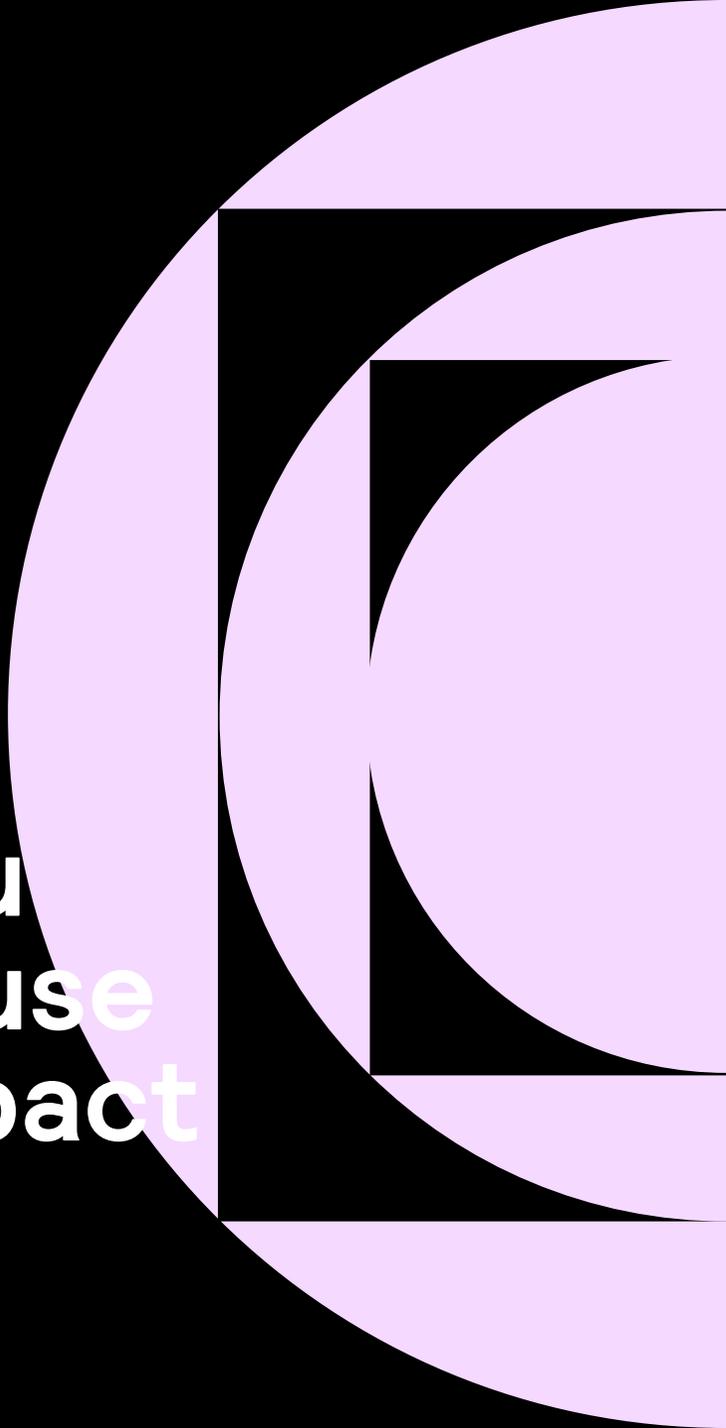
you
cause
impact

You want to innovate within a competitive market. You want to align your brands where you can, to ensure you reduce the cost of overhead as much as possible. Yet you want to be able to position your brands in a way they attract the right demographic and stand out in a highly competitive industry. You want to be able to respond quickly to current events and a changing consumer, benefit from trends, and painlessly let go of things that don't serve you or your customers any more. You want to make a difference in your company and to your clients; so, let's make a difference.

You have four forces that strongly impact your ability to make a difference.

- You need to be compliant to regulations
- You need to serve your customers in a consumer-centric way
- You need to work within a technology landscape that is often dominated by legacy systems
- You need your business to be under control and not have your IT setup limit your client engagements

Insuranceright combines the knowledge of all of those forces and delivers successful client interaction. We have leveraged the experience of launching new brands and new insurance initiatives for many, often international, brands to build this productized solution, based on Sitecore: a collection of pages, tools, funnels, forms, integrations, self-service capabilities and much more, to cover all basic front-end requirements for insurers and pension providers. It also relates to a wide area of 3rd party solutions that further strengthen a true customer-centric approach of consumers and agents/brokers within insurance.
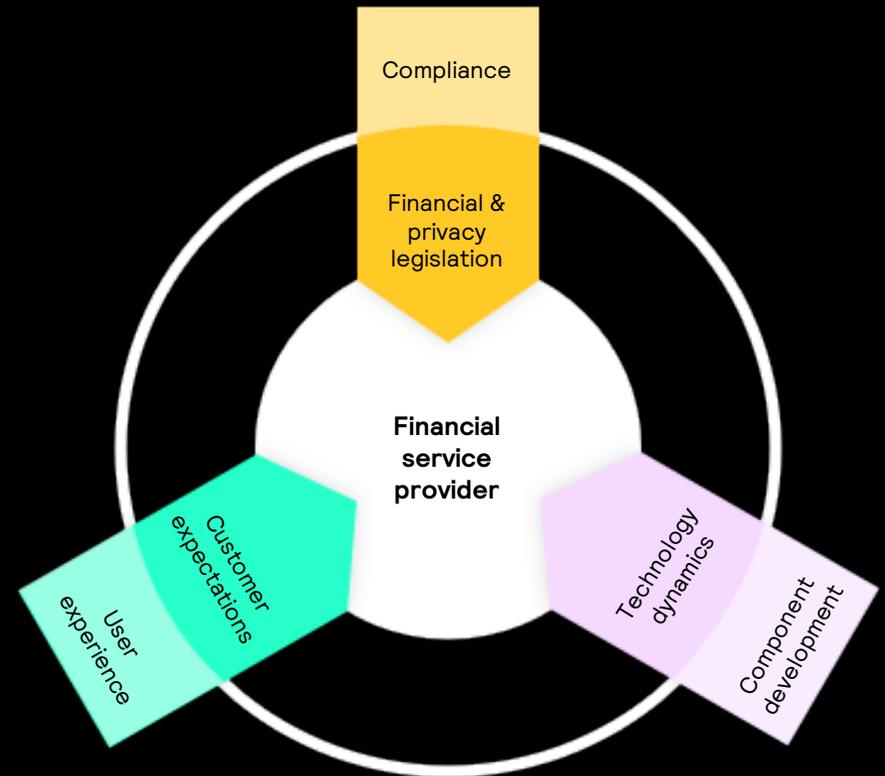
The insuranceright solution

Insuranceright utilizes the Sitecore capabilities to achieve the ultimate Insurance customer experience. This allows the insurance marketeer to invest more in the unique qualities that identify their brand from others, requiring fewer development hours and therefore offering a short-time-to-market. With all the basic interaction in place, more time and money can be spent on enhancing the interaction, making a conversation rich digital channel and reaching the right customers. Insuranceright allows you to launch a unique insurance proposition in as little as six months.

Insuranceright is completely responsive and covers all basic insurer needs.
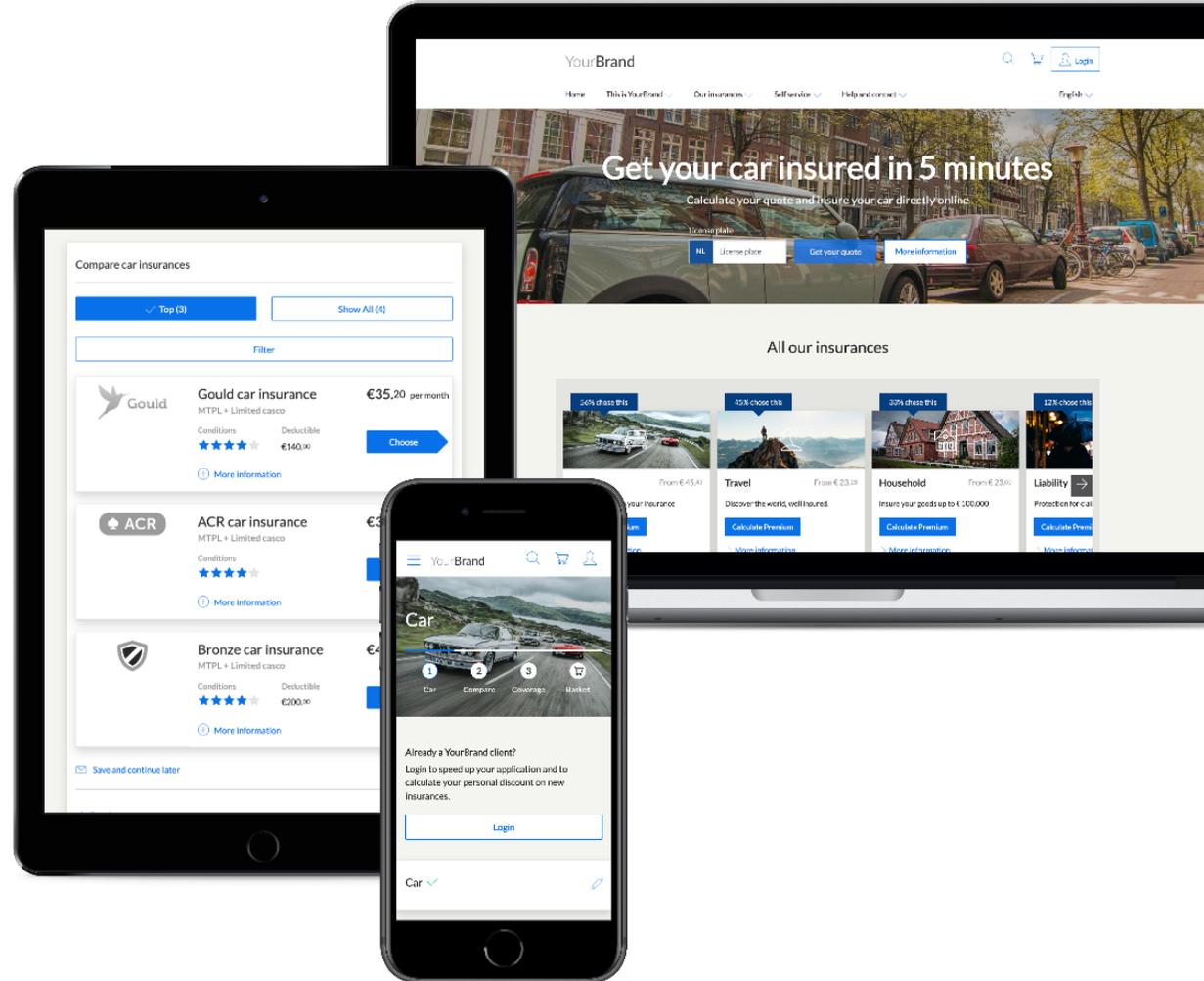
insurance right

Benefits

InsuranceRight allows for a much shorter time-to-market and ensures a future ready implementation of all required fundamentals. But most importantly, using the InsuranceRight solution, allows you to focus on the implementation of marketing automation and the interactions that truly make the client experience stand out, rather than wasting time and money re-inventing the wheel of basic insurance needs.

Serving multiple brands

The InsuranceRight solution is developed keeping multi-currency and multi-labels in mind. With just one funnel you can serve multiple brands without any additional development effort.

Integrations

To further accelerate your development, we have experience in offering turn key integrations with technologies like OHI, Onegini, CX Digital, OutShared, BizTalk,
Unit4, Cognigy and Workstreampeople. Using smart API based integrations, we support you in connecting the right technology to take your interaction to the next level.
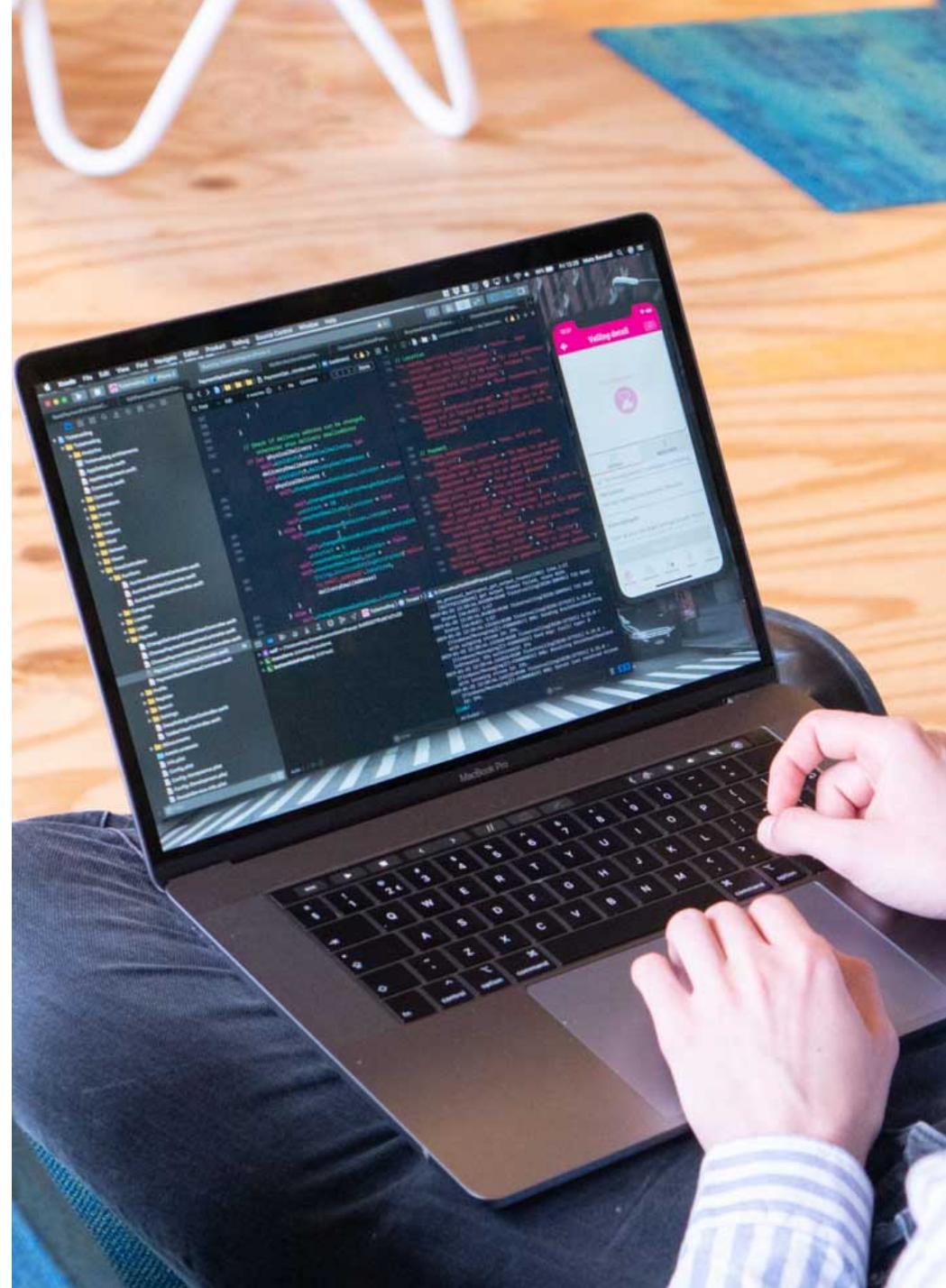
Features

Insuranceright offers many features. You can use all these features to launch a full insurance proposition or launch only a selection to enable your clients to perform a very specific interaction online. That way you can choose to take a step-by-step approach to transition your clients to a digital interaction or to bring your digital interaction to a new platform. Our solution includes:

Corporate website
- onboarding of new clients
- quotes
- marketing automation

Myzone
- product overview
- claims process
- policy changes
- advisor interaction
- correspondence overview (invoices and statements/UPOs)

Advisor portal
- onboarding of new clients
- quotes
- task management
- marketing automation
- customer interaction
- correspondence overview (invoices and statements/UPOs)
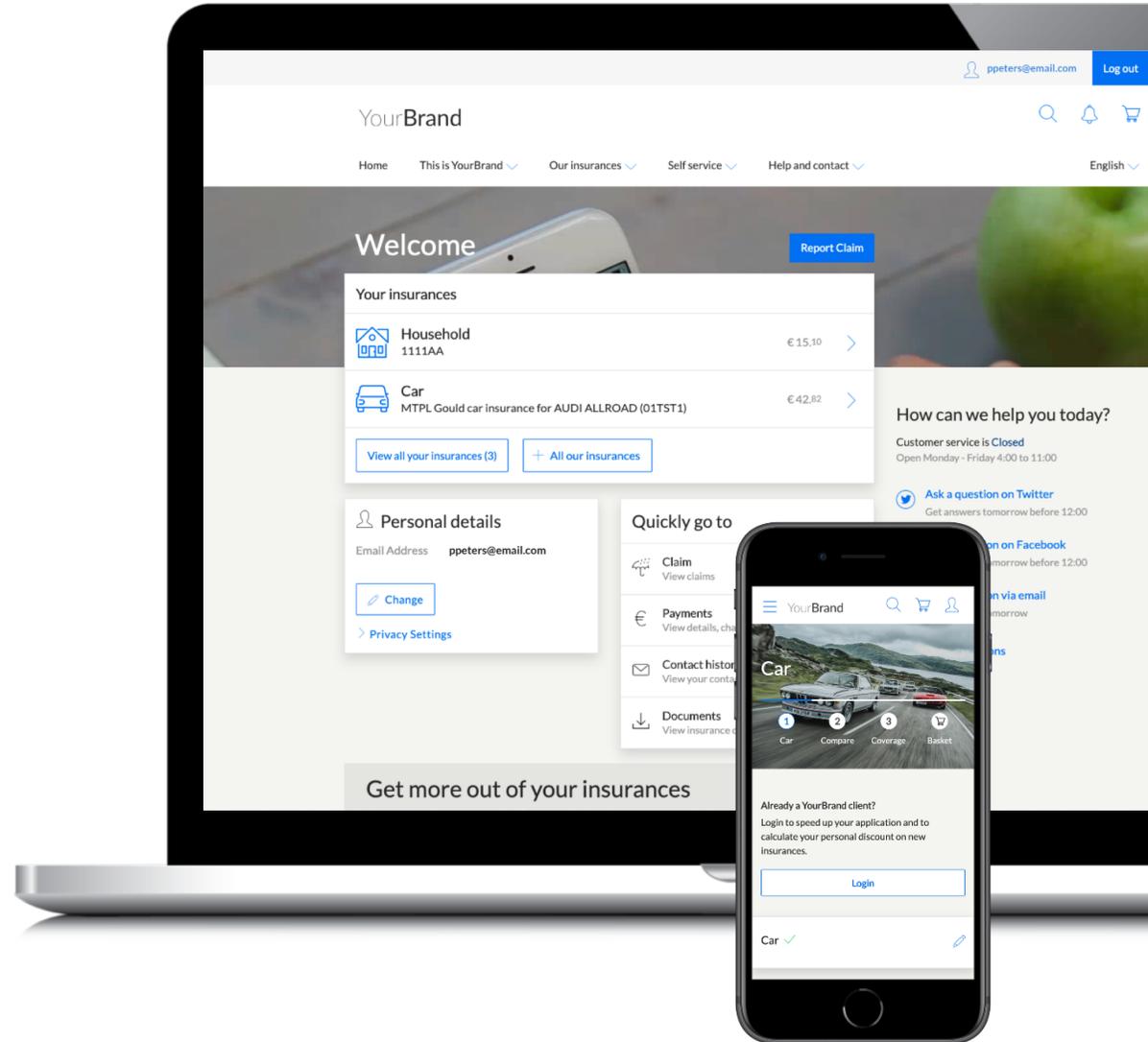
We are you is an international software- and services provider. We are you Amsterdam specializes in digital interaction for financial services. As part of a cross industry digital agency, they conceptualize, design, develop, and optimize digital channels for banks and insurers. They offer over 20 years of experience delivering solutions that consist of custom code, productized components and partner technology, integrated to work seamlessly. Their focus is on achieving the ultimate customer experience and continuous digital innovation. We are you employs over 400 professionals of whom over 100 are specialized in financial services.

Read more about Insuranceright and the clients we served on https://www.insuranceright.com

amsterdam@weareyou.com

+31 20 34 20 042

www.weareyou.com

get in touch