

An Effortless Digital Experience: A Service Imperative

INTRODUCTION

An effortless digital experience is a must for group benefit and retirement providers' online solutions, especially considering the ongoing pandemic. The crisis has intensified the demand for a more intuitive user experience, as employees and members are more frequently performing self-service and requiring adaptable user experiences to check their personal and benefits information, as well as coverage, claims, and pension and retirement savings and distributions. The shift to preferred online service was already well underway, but the pandemic has dramatically accelerated it. Demand for fully automated digital customer experiences is here to stay.

Long before this current crisis, Vitech made personalized, effortless digital experiences a priority for V3locity, its market-leading cloud-based benefit, pension, and retirement administration platform. Online self-service options are now expected, and members value intuitive self-service, without the need for "customer service" assistance. With these higher levels of straight-through processing, personalization, electronic forms and signatures, Vitech has made extensive investments in V3locity's next generation digital self-service assets, so that the digital experience is smooth, highly adaptable, and as intuitive as possible. Through V3locity's effortless self-service capabilities, providers can achieve the repeat business and long-term customer loyalty that are even more critical during the current market disruption.

THE ENABLING TECHNOLOGY

In today's group benefits marketplace, three specific digital customer experience trends have emerged:

- Customers prefer easy-to-access functionality over simply focusing on "look and feel";
- Customers value low-effort self-service; human interaction has become a negative last resort; and
- Customer loyalty, demonstrated through repeat business, largely depends on how easy it is to work with a service.

With these trends in mind, an intuitive, personalized system that meaningfully engages group client participants – internal users, brokers, employers, employees, members, and other service providers – is the ideal solution. V3locity provides these capabilities through a variety of sophisticated technologies, including a combination of responsive/adaptive user design practices, full accessibility (WCAG 2.1), extensive visual configuration capabilities through its cutting-edge visual experience designer, and flexible branding and theming support.

V3locity employs a modular, core benefit administration platform with a wide range of digital experiences. Because these digital experiences leverage business rules and logic defined in V3locity's core



administration services, they offer powerful straight-through processing capabilities, increase efficiency, and eliminate manual efforts altogether.

CONCLUSION

As the premier benefit administration option for group benefit and retirement providers, Vitech's V3LOCITY platform has been consistently recognized for its proven, out-of-the-box functionality, modular design, and robust enterprise capabilities. For providers, an effortless digital user experience has become even more crucial due to the widespread use and expectation of digital self-service options and increasing customer demand for easy, comprehensive self-service amidst the pandemic. V3LOCITY's technology seamlessly fulfills those requirements, and offers the responsive, persona-based design and straight-through processing providers need to remain competitive. Vitech's ongoing, substantial research and development into V3LOCITY's next generation digital self-service assets will allow providers to reset and surpass user expectations for years to come.

ABOUT VITECH

Vitech is a global provider of cloud-native benefit and investment administration software. We help our Group Insurance, Pension Fund Administration, and Investment clients expand their offerings and capabilities, streamline their operations, gain analytical insights, and transform their engagement models. Vitech employs over 1,300 professionals serving over 100 of the world's most successful insurance, retirement and investment organizations. Our market-leading platform V3LOCITY, is a transformative suite of complementary applications that offer full life cycle business functionality and robust enterprise capabilities. An innovator and visionary, Vitech has been recognized by Celent as a three-time XCelent award winner. For more information, please visit our website at www.vitechinc.com.