

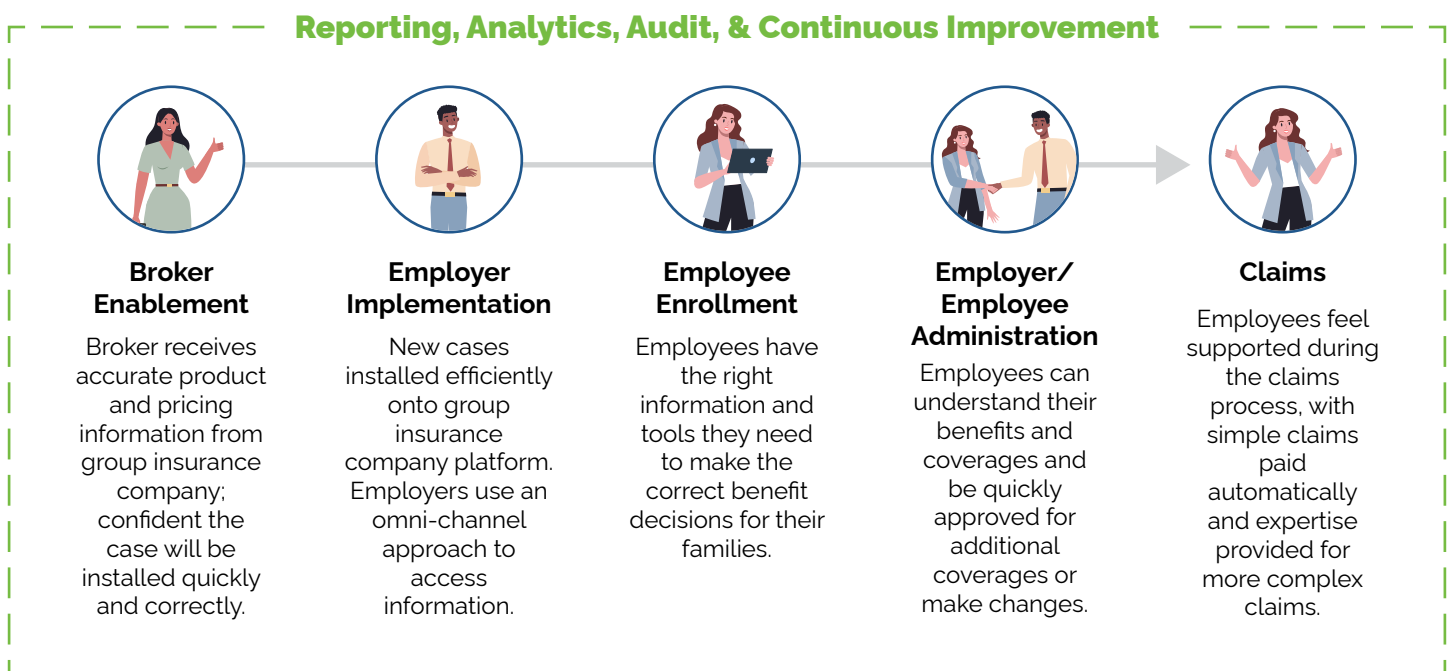
For Group Insurers, Customer Success Takes a Threefold Approach

INTRODUCTION

Group insurers face the unique challenge of serving three distinct customer groups that are critical to their ecosystem; brokers, employers, and employees. Appeasing three masters can be challenging, but it is also an opportunity to implement the right set of solution capabilities to gratify all three during the group benefits lifecycle, with a simplified, engaging and enhanced user experience. In this type of orchestrated system (Vitech calls it the Virtuous Cycle), satisfied brokers recommend the right products to employers, employers engage employees through implementation and additional support, and employees access the information they need to make the correct benefits choices for their families, with quick claims processing and enhanced support when needed.

THE VIRTUOUS CYCLE EXPLAINED

The Virtuous Cycle is comprised of four major steps, as illustrated and described below. Granular reporting, analytics, and audit capabilities are ideally embedded in the four main lifecycle steps and enable continuous improvement in the customer experience.



- **Broker/Sales/Underwriting Enablement.**

- In this stage, brokers rely on group insurance company benefits expertise and consistent pricing strategy to win and retain employer customers.
- Brokers can then access the insights required to offer employer-tailored benefits solutions for their employees.
- With these insights, brokers can best recommend the group insurance company to employers.
- Brokers expect a smooth, timely transition for the new group insurance company to administer the benefits.

- **Employer Implementation.**

- The new case (with accurate employee data and plan rules) is installed efficiently on the group insurance company's policy administration solution.
- Employers use tools provided by carriers to help employees become engaged in increasing their financial and physical health and wellness, while being more productive at work, or returning to work faster in the case of a disability.
- Employers can easily update employee information in a way that best fits their preferences, while increasing efficiency and data accuracy.
- Employers can access and use multiple channels to access the information they need when necessary, helping them feel supported by the group insurance company, resulting in a positive impression of the carrier and their broker.

- **Employee Enrollment.**

- When it is time for employees to sign up for insurance benefits, they have the information they need to make the right benefits decisions for their families, increasing their satisfaction with employers and employer retention.

- **Employer/Employee Administration.**

- Through the ample insurance benefits information provided, employees can easily understand their benefits and coverages and be quickly approved for additional coverages or make changes, saving time for employers, and including avoiding time-consuming eligibility verifications.

- **Claims**

- Employees also feel supported during the subsequent claims process, with simple claims paid automatically and expertise provided to advise them during more complex claims situations.

When orchestrated correctly, the individual customer groups enjoy the support and resources needed to enable the entire, value-added customer experience, in a seamless and carefully orchestrated way.

THE VALUE-ADDS DEFINED

Throughout the cycle, important value-adds for each customer group combine to facilitate a chain reaction of customer-centric steps that result in a “best-in-class” experience for all.

At the cycle's outset, broker/sales/underwriting enablement is fully supported, with informative marketing and educational materials for sales and enrollment events to improve the employer client's knowledge and comfort about the products. For the brokers, multi-tier commissions and bonus compensation plans include industry-standard commission methodologies and specific broker and product incentives. Innovative quoting and underwriting processes meet the needs of all market segments, inclusive of straight-through processing and self-service quoting, as well as the flexibility to support the complex needs of larger customers.

For optimal, efficient employer implementation, robust data intake capabilities enable traditional implementation methods (online, paper, phone) as well as seamless integrations with underwriting applications and HRIS systems. There is clear and dependable communication with both employers and brokers, supporting timely and accurate implementation.

For employer/employee administration, open connectivity supports various HRIS platforms for automatic adds/changes/delete functions, while also providing exceptional access to coverage levels for employers and employees. At the same time, accurate, timely, and flexible billing options support the broad needs of employers and individual employees, while flexible payment acceptance is readily available to support traditional forms of payment, and easily adapts to new digital methods of payments as they become available.

When employees need to process claims, communication tools support compliant and relevant information to the claimant and the appropriate point of contact. Claim intake is flexible, with progress monitoring and historical information made available via multiple channels. When claims are fully processed, an advanced payment engine can disburse payments in formats selected by the claimants.

CONCLUSION

The Virtuous Cycle approach allows for intelligent, continuously improving operations that incorporate human ingenuity and applied intelligence. This results in superior outcomes for each customer group. With next-generation technology and well-choreographed operations, industry-leading service and gratified customers, at every level, are the ultimate results.

ABOUT VITECH

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