



CRM INSurance2

Safely Different

CRM INSurance2 & Insurance Core is a product by IN2 Group, based on decades of practical experience in implementing CRM systems in the insurance industry.

CRM INSURANCE2 PROVIDES:

generic UI for comprehensive overview of policy holders with all crucial information provided from the get-go

support for mobile devices regardless of their OS

centralized management of communication channels

Outlook integration, which facilitates adoption

fast and easy localization system that supports any language

advanced security

CRM INSurance2 is a solution based on more than twenty years of experience in development of software for insurance companies of all sizes. It is based on an open architecture supported by a rich set of interfaces for easy integration with other IT systems. This enables **CRM INSurance2** to be seamlessly used in Internet sales of, document management, report generation and interactive collaboration of several thousand users.

CRM INSurance2 is fully customized to specific needs of each customer. During past two decades it has been successfully implemented in more than twenty insurance companies in Europe.



RETENTION

CRM INsurance2 uses a wide set of procedures in order to ensure customer retention, from policy renewal alerts to activities such as cross-selling and up-selling. All customer data is readily visible, located at the top of the card, and adapted to the type of user.



ACQUISITION

CRM INsurance2 integrates a fully-fledged system for management of acquisition methods and procedures, ranging from marketing campaigns, sweepstakes and reacquisition based on data analysis to fully automated activities.



KNOWLEDGE

CRM INsurance2 offers field tailored support processes which guide agents through all mandatory phases and steps. Agents can also rely on versioned, classified and searchable knowledge base that unifies Insurance Company's answers. Automatically generated status reports and forwarded to customer through preferred communication channel.



LEVERAGE

CRM INsurance2 displays key business information using dashboards and reports based on the same set of parameters at all company levels. The system tracks everything – from sales assistant efficiency, campaigns efficiency, and number of new customers to statuses of resolution cases, claims statuses, etc.



CONNECTORS

CRM INsurance2 uses connectors to integrate with other software applications used by the insurance company. The system includes connectors for telephony, applications used by contact center agents, DMS, analytics, GIS, mass/ bulk e-mailing system, public databases and communications. Insurance Core connector is a key feature which significantly shortens the implementation period.



COMMUNICATION CHANNELS

CRM INsurance2 uses multiple communication channels – from SMS text messages, social networks (LinkedIn, Twitter, Facebook, ...), and public databases, to mass/ bulk e-mail and self-care web portal.

- WE ADAPT TO YOUR SPECIFIC REQUIREMENTS
- WE ARE FAMILIAR WITH YOUR CLIENTS
- WE UNDERSTAND YOUR BUSINESS
- WE KNOW WHAT YOUR CLIENTS REALLY NEED
- WE ARE EXPERTS IN THE EUROPEAN INSURANCE INDUSTRY
- WE KNOW HOW TO INCREASE COMPETITIVENESS OF YOUR BUSINESS
- WE UNDERSTAND YOUR PROBLEMS AND HAVE THE BEST SOLUTION FOR THEM – CRM INSURANCE2!

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