



Insurance

Policyholders expect seamless customer service and fierce protection of their data. But siloed departments and point solutions make it nearly impossible for financial institutions to deliver integrated, automated, anytime-anywhere service for customers and employees. Meanwhile, manual, people-intensive processes drive operating costs ever higher. Give your customers the self-service experience that lets them take a more active role in the journey with their insurer. Differentiate policyholder experiences and reduced cycle times by connecting your business operations from front to back. Integrated workflows on the back end orchestrate the right actions with the right people across front, middle, and back offices to get the right actions done. Leverage a single platform to proactively monitor and prioritize complex cases where resources are needed or policyholder satisfaction is at risk.

Enter ServiceNow – The Platform of Platforms

Agent Onboarding and Retention

Create differentiated experiences for captive and independent agents—from onboarding to running the business through service—to capture an unfair share of already scarce industry talent. Make it easier for agents to do business with a single platform across all service requests with SLAs, knowledge, and mobility capabilities so agents can focus on selling products and providing an exceptional experience to the end policyholder.

Customer Onboarding

Eliminate long onboarding times by connecting fragmented, siloed systems across middle and back offices. Create a more proactive process with end-to-end visibility for all parties involved. With ServiceNow, insurance institutions can decrease costs as well as onboarding times, ensuring higher customer and employee satisfaction and increased customer retention rates.

Policyholder Service Excellence

Automate middle and back office processes to create a digital customer service experience with end-to-end visibility. ServiceNow empowers underwriters, claims processors, and service agents to make the right decisions and ensure your customers' requests are met efficiently and consistently—whether it's renewals, claims, or any other matter. Self-service functionality allows policyholders to address many common requests themselves.

Continuity and Resilience

Integrate governance, risk, and compliance across technology, cybersecurity, people, property, and third-party vendors to ensure critical business services, such as first notice of loss or claims resolution, remain operational. ServiceNow automates the response to cyber threats and risks based on business impact. From GDPR to PSD2 to CMA—ServiceNow ensures that your operations can adapt and embed key regulations while reducing the costs and avoiding the complexities of manual workarounds.

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