



INSURANCE PRACTICE

Guidewire/Dynamics CRM Integration



Why We Should Partner Together

Given the complexity of the way insurance products are sold and managed, carriers struggle to establish a comprehensive view of their customers and agents.

To achieve a 360-degree view, there must be a seamless integration between systems and workflows.

We believe success is the combination of providing extraordinary service and creating long-lasting value for those around us.

Centric is a consulting firm that guides you in the search for answers to complex business and technology problems.

YOUR COMPREHENSIVE CUSTOMER VIEW

As a Property & Casualty insurer, providing exceptional service with a comprehensive customer view and the ability to analyze timely and critical information can be challenging.

We've architected an integration framework between Guidewire's InsuranceSuite and Microsoft's Dynamics CRM to help you remain competitive.

Key Benefits of System Integration:

- ✔ Provides marketing and customer services reps with greater and more timely insight into account, policy claim and loss information for the insurance teams that interact with the customer
- ✔ Improves efficiency by reducing the number of times reps need to interact with other systems
- ✔ Pro-actively triggers events that can enable multi-system workflows across the marketing, customer service and underwriting teams
- ✔ Provides easily aggregated and contextualized data for summary views of agents and accounts
- ✔ Captures valuable customer/agent profiles and interaction data that can be used to upsell and cross sell other products using automated marketing capabilities

Centric At-a-Glance



275+ INSURANCE RESOURCES

In-depth experience in the Property & Casualty and Life Insurance industries.



750+ PROJECTS DELIVERED

Delivered high-profile projects for 60+ carriers throughout the U.S.



Gold MICROSOFT PARTNERSHIP

Earned highest partner status through innovative and impactful technology solutions delivery



Our Dynamics Accelerator provides comprehensive customer engagement through an integration framework that bridges your CRM and core systems.

How Your Business Can Achieve More

Having a seamless integration that facilitates full workflows across both Guidewire's InsuranceSuite and Microsoft's Dynamics CRM allows your customer service and marketing teams to provide a great customer experience and maximizes the value of each program.

View and analyze the most critical information at the right times and apply intelligence to take your data and processes to a whole new level.



INFORM

View a complete picture, with the right account, policy, loss and agent information will enable CSRs and marketing personnel to better perform their customer-facing activities.



ANALYZE

Add an integrated event-based aspect that streamlines processes and enables proactive actions through dashboards that provide metrics and visuals.



INTEGRATED WORKFLOWS

Expand the event-based interactions to leverage the built-in workflow within each system, ensuring improved communication between users.



INTELLIGENT AUTOMATION

Further expand the event-based and attribute-based integration to imbed AI or RPA for proactive decision-making.




ARTIFICIAL INTELLIGENCE

Apply input data with statistical analysis to predict outputs that further streamline business and customer experience processes.

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