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# How Guidewire Jutro Can Reinvent Customer Service in Insurance

Insurers struggle with slow, fragmented service that no longer meets modern customer expectations. Jutro reinvents this experience by delivering a unified, design-driven platform that enables fast, personalized and seamless interactions across all channels. With rapid configuration, smart workflows and native Guidewire integration, Jutro empowers insurers to offer self-service, real-time updates and intuitive journeys that build trust and loyalty.



**Guilherme Abreu**

**5 min**

Reading Time

**Insurance**

**Customer Experience**



## The Changing Face of Insurance

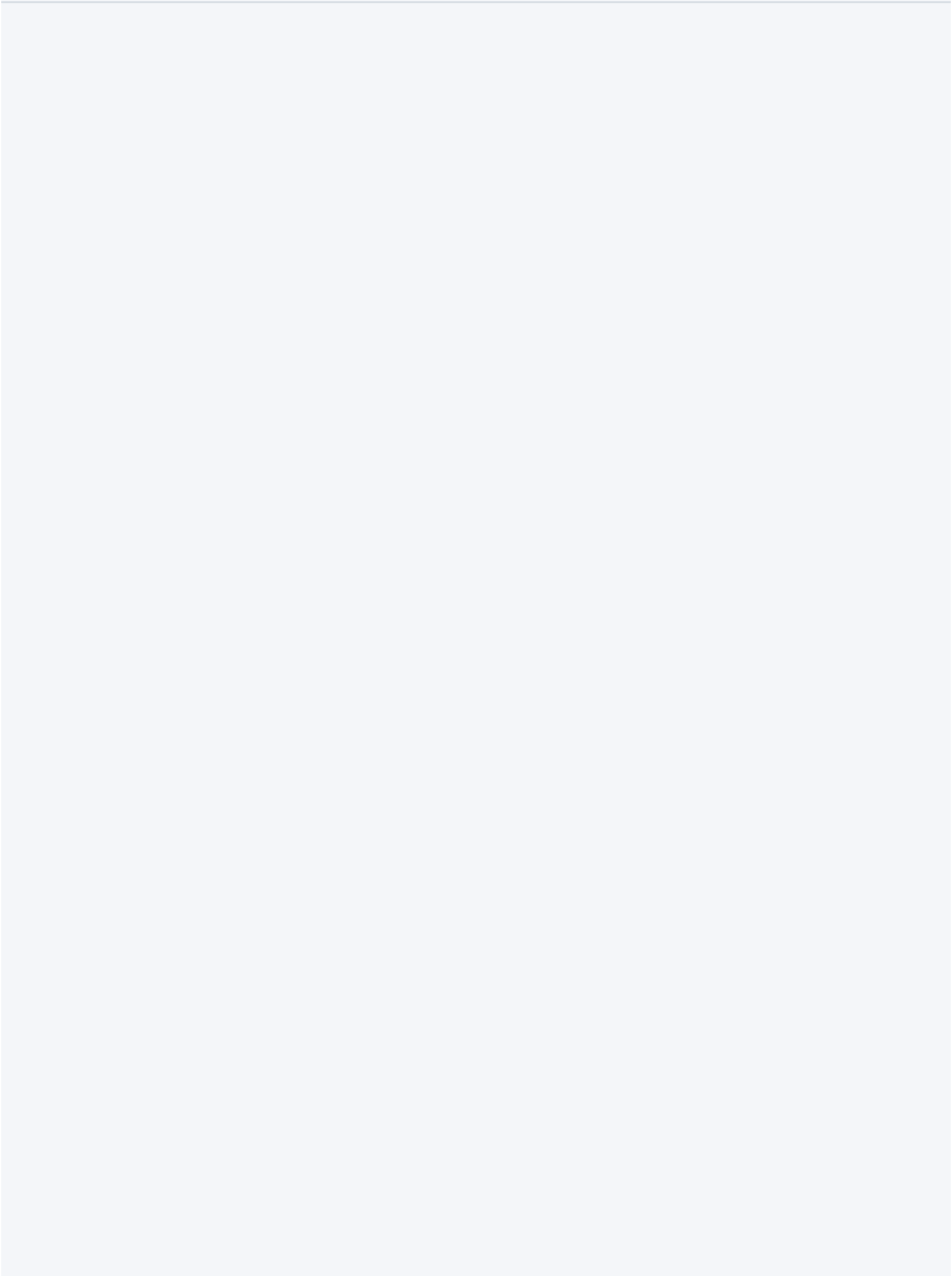
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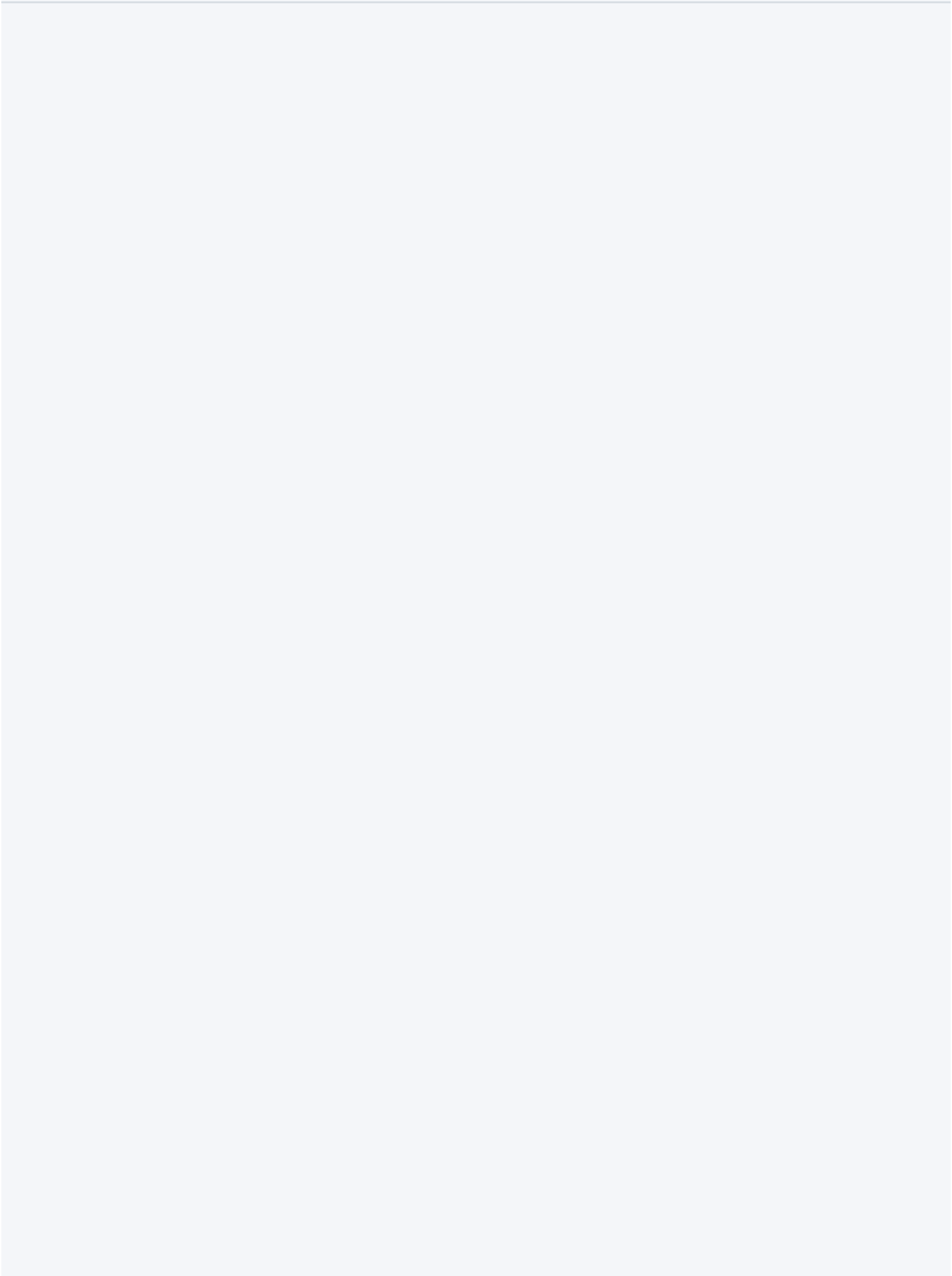
The **insurance world** has come a long way. It's no longer just about policies and paperwork – it's about how people *feel* when they interact with their insurers. In a world where everything moves fast, customers expect the same from their insurance experience: quick, simple, and personal.

But many traditional approaches still feel stuck in slow motion. They rely on outdated systems and processes that make customers jump through hoops. That's where the **Guidewire Jutro Digital Platform** comes in. It gives insurers the tools to completely rethink customer service – building experiences that are smart, seamless, and actually enjoyable.











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